

TEXOR DIVISION, WORLD FUEL SERVICES
FUELING PERFORMANCE QUARTERLY NEWSLETTER
3RD QUARTER 2009

ALL DEALERS:

With winter rapidly approaching, please be reminded of the importance of keeping snow and ice from your fill areas. The delivery drivers are not responsible for shoveling or chipping ice away from the fills. Please keep the areas salted and you will not incur any demurrage charges while the driver waits for you to clear the area.

MARATHON PETROLEUM COMPANY

Marathon has recently announced the 2009 Software Rollout – VeriFone Ruby/Topaz v3.05.03. What this means to dealers that have a Ruby/Topaz system is that once the software is installed you are PCI compliant through the July 1, 2010 deadline. If you have a Ruby/Topaz system, you will be notified by either B & K Pump or Anderson Pump to schedule your upgrade. Marathon is paying \$300 per location for this upgrade. If the upgrade exceeds \$300 you are responsible for the charges.

EXXON MOBIL

During the Distributor conference held last September, Mobil communicated to its distributors that they would be re-energizing the Speedpass brand. Now, Mobil has teamed up with Capital One to promote the brand through an off-site mail campaign to existing Capital One card holders.

This promotion marks the beginning efforts to re-energize Speedpass and maximize its benefits for our retailers. There are additional Capital One campaigns and Speedpass on-site promotions on the horizon. Details of those will be coming soon.

SHELL OIL COMPANY

For a limited time **VeriFone is offering special discount savings** for all Shell-branded Wholesalers and Marketers when they trade in their old equipment and replace it with a Ruby PLUS Sapphire or Topaz XL POS system. In addition, VeriFone is also offering a **\$700 discount** off Secure PumpPAY units, VeriFone's PCI approved pay at the pump retrofit solution.

All purchases must be made through the Shell Direct Purchase program and must **be made by December 31, 2009**. Please contact your Texor Representative for more details.

The Q1 2010 fuels campaign begins on **Monday, December 28, 2009** and continues to educate consumers on the benefits of Shell Nitrogen Enriched Gasolines. In today's economic environment, consumers are keeping their vehicles longer, so it is even more important to the

consumer to protect that large investment. Therefore, the protection benefit of Shell Nitrogen Enriched Gasoline will be emphasized in the advertising and point-of-purchase (POP) materials.

CLARK BRANDS

Clark Brands and Fuelman have announced a new program that will allow Fuelman customers to make purchases at the pump at participating Clark branded and credit card locations. This new program will provide advantages to Clark's Licensees and their stores and to Fuelman fleet clients.

The program is being rolled out beginning in December to Clark's branded and credit card customers throughout its 28 state market area as a tool to help them enhance their business, build loyalty and attract and retain new fleet customers. Transactions on the Fuelman Card will travel through the Clark credit card network; however, acceptance of the Fuelman card is optional and is at each location's discretion. Fuelman offers marketing signage for participating Clark stores as well as training materials and Quick Reference Guides. Participating Clark locations will also be listed on the Fuelman website as an accepting location.

CITGO PETROLEUM COMPANY

More convenient to use than cash, CITGO Gift Cards are a prepaid form of payment, with values determined by the customer.

Be sure to keep CITGO Gift Cards in stock as they're perfect for people on the go. Customers are able to set the value of their card in whole dollar increments, ranging from \$5 to \$300, with no cost incurred by you or the customer. Just activate through your POS terminal at the time of purchase and they are ready to go.

CITGO Gift Card Benefits

Your customers will appreciate the many great benefits of using CITGO Gift Cards, including:

- **No dormancy fee.** Cardholders retain the card's original value, regardless of when the initial purchase was made.
- **No expiration date.** You'll never lose out on a sale due to an expired Gift Card. They're guaranteed for life!
- **Rechargeable.** Cardholders have the ability to recharge Gift Cards up to five times.
- **Available balance.** Cardholders are able to check remaining Gift Card balances at the bottom of every purchase receipt.