

By Joe Aliperta

CITGO: "2008 wave of POP - packs a Triple punch!"

Right out of the chute, the first wave of the Citgo POP campaign packs a triple punch in value for marketers and retailers alike. The comprehensive kits will showcase three distinct messages to Citgo consumers. First, a new permanent pump topper celebrates local entrepreneurship by reminding consumers that each location is independently owned and operated. Secondly, the "Sign of Hope" Campaign helps to reinforce Citgo's everlasting commitment to the contribution of Neuromuscular Diseases and the MDA. The final wallop comes through traffic-stopping signage and take-ones that will promote the CitgoFleet rebate program. Ring in the New Year with three strong reasons to underscore why Citgo is there at every turn!

CLARK: "Adjustment changes to C.C. rates"

Clark has implemented (effective January 15, 2008) new rate changes to its Clark Platinum MC transactions. The adjustments are as follows: For all non-keyed entered Clark MC transactions under \$250 there will be no change with a continued card processing rate of 1.35% and no transaction fee. All non-keyed entered Clark MC transactions that exceed \$250 will have a new rate of 1.80% plus a 15¢ per transaction fee, the same rate charged for all other MC transactions. Finally, all key entered MC transactions will be subject to a processing rate of 3.05% plus 15¢ per transaction in order to cover the high cost of key entered transactions. Feel free to contact your Parent Marketing Representative for additional details and clarification on this update.

MARATHON: "Kyle Petty Cash Card Promotion"

Marathon is excited to announce the Kyle Petty NASCAR promotion! What a great way to help drive traffic to your location with the 2008 NASCAR season approaching. Dealers will be provided with the following FREE kits that will include a FREE Marathon Pocket race schedule, Pump topper extenders, a merchandising brochure on the Marathon #45 Dodge Charger, and for a limited time - Kyle Petty cash cards. The excitement for

this year's 2008 NASCAR season is in the air and there's no better way to drive traffic to your stores than with NASCAR'S legendary Kyle Petty!

MOBIL: "Race Out a Winner"

Mobil's "Race Out a Winner" Promotion is underway now through the end of April. This Sweepstakes is inspired by new ExxonMobil IndyCar and Dodge stock cars. Consumers will be eligible to receive a free Mobil 1 racing team hero card with any purchase, (except alcohol, tobacco, and lottery purchases). A total of 736 Hero cards; with four different versions will be sent to each store in a separate package from the fuels POP kits. Dealers are asked to deplete the first hero card inventory before beginning the second hero inventory and so on. Please follow the instructions in your hero card shipment for further details regarding this limited time offer.

PHILLIPS: "\$25,000 Cash & Gas Giveaway"

By now all locations should have received their POP kits for the "25,000 Cash & Gas Giveaway" promotion. This offer allows consumers who purchase \$20 or more with their personal or co-branded MC card an automatic "Enter to WIN" a grand prize of \$25,000. Twenty (20) lucky customers will also qualify to WIN free gas for a year! Dealers are encouraged to refer to the Plan-O-Guide diagrams that are also included with each kit to reassure that the materials are posted properly throughout your location.

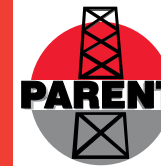
VALERO: "Valero now accepts Fuelman Fleet Cards"

Valero has entered into an agreement with Fleetcor and has completed the integration of the Fuelman Fleet Card into their POS systems. Your Fuelman customers will now be able to use their Fleet Card out at your pumps instead of at a separate POS terminal inside your store. No software upgrades are required as long as you have a minimum software version noted in the Valero Credit Sales Guide. Dealers who are interested in this offer can call the Fuelman Help Desk at 1-800-877-9013 for additional information about signing up for their fleet card program. Feel free to contact your Parent Marketing Representative for assistance and support on setting up your account.

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PARENT ADVANTAGE

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well." -Jeff Bezos. Founder, Amazon.com



Parent Adds Shell Oil Brand

Parent Petroleum is pleased to announce the newest addition to its lineup of brands.

Shell Oil Company is an affiliate of the Shell Group, a conglomerate of energy and petrochemical companies, active in more than 130 countries and territories and employing 108,000 people worldwide. In America, Shell has operations in 50 states, including a network of more than 13,000 branded gasoline stations coast to coast and employing more than 22,000 people. Shell is an industry leader in oil and natural gas production and marketing as well as petrochemical manufacturing. It is also one of the largest producers in the deepwater Gulf of Mexico basin and a recognized pioneer in exploration and production technology.

A recognized industry innovator, Shell is testing attendant hand-held wireless card scanners abroad. This technology is intended to add more convenience

(continued inside)

April 2008

Meet Richard Meister



Parent Petroleum's marketing representative, Richard Meister, is a Vietnam veteran, former member of the US Army 101st Airborne Division, a member of the VFW, American Legion, Elks and Knights of Columbus.

April marks Richard "Rich" Meister's one-year anniversary with Parent Petroleum. One of the newest members to the Parent team, Rich brings with him a diverse background in retail sales, management, and nearly 15 years in the petroleum industry.

A resident of Merrionette Park, IL, Rich has spent the better part of his adult working career in

the greater Chicago area. His knowledge, experience and understanding of the petroleum industry and local business climate have made him a good fit for his role and a valuable resource to Parent and its independent dealers.

As a marketing representative, Rich works closely with established dealers to help them troubleshoot, problem-solve and grow their business. "I make myself available to answer questions, address issues and help promote opportunities to improve day-to-day operations from the pumps to the personnel," says Rich. "I work with dealers to help them stay on top of the issues that impact their business and customers from the merchandise they offer to their station amenities."

Not a "desk" type guy, Rich likes being on the road interacting with his dealers. "I don't feel like I am doing my job if I am not out and about helping out," notes Rich, who welcomes questions and opportunities to work with dealers to better their operations.

Dealer Business Forum To Benefit Customers

Thursday, May 29, 2008, Naperville, IL

In these hectic times it is increasingly important that we provide you, our Valued Customer, with the level of support and guidance that is necessary to help you better meet the challenges of the changing market conditions of our industry. Sometimes, the solutions to these challenges are already available through existing programs, services, or technology, while other solutions require more in-depth discussion, analysis and creativity.

We believe it is our responsibility to keep you informed and up-to-date so we have arranged another informative and casual "Dealer Business Forum and Trade Show."

The day will begin with a Parent Petroleum General Session for our customers, which will feature a variety of subject-matter experts who will analyze and discuss some of the most pressing issues affecting us here in the Chicago market. The speaker agenda will be sent to you soon.

The General Session will be followed by a gourmet lunch and trade show. We have selected about 25 local vendors who provide products, services, or technology

that have proven to be effective in combating the tough market conditions we face today. You are certain to gain knowledge, insights, and hopefully some competitive advantages by consulting with this cutting-edge group of professionals.

This is a rare opportunity to meet with industry peers, brand representatives, and vendors of the products, services, and technologies that are driving our industry. Moreover, you're sure to meet old friends and even make some new ones. Complimentary cocktails and refreshments will be served throughout the tradeshow.

Sales Tax Increases

Please be reminded that effective April 1, 2008 the following counties will have a sales tax increase:

County	% Increase	County	% Increase
Cook	0.25%	Lake	0.50%
Du Page	0.50%	McHenry	0.50%
Kane	0.50%	Will	0.50%

The Fabulous Fuller's Citgo

Fuller's Citgo in Robbins, Illinois is a station that almost wasn't, many times over. Initially attracted to a location that once housed a more than 30-year old service station, Tarek "Terry" Rifai saw an opportunity in a segment of town that others simply saw as an eyesore.



Nizer Abulaila, Terry Rifai and Wally Amir are partners, developers, and hands-on operators. Fuller's Citgo is their first ground-up venture and so far, is deemed a successful one.

Terry went to work to purchase what would ultimately amount to 16 parcels (2.6 acres) of land from various owners including the village of Robbins. This was land that needed to be developed in the worst way - Terry knew this and so did village officials. Halfway into this task Terry encountered what would be the first of many obstacles he would face as he pursued this project. Another individual had purchased several parcels of surrounding land, and had petitioned the village officials and ultimately won the bid to develop this land. As months went by and seeing no activity at the site, Terry, a civil engineer by trade, again approached the village regarding the parcels. Meanwhile, he partnered with Nizer Abulaila, a registered nurse, and Wally Amir, a successful station operator in Chicago, to pool their resources and try to make this project a go. In purchasing the remaining land from the prior owner, the partners would have to resolve a prior tax injunction and address environmental concerns on the site of the former gas station. They faced more unexpected issues and delays once construction began - from clearing trees to hitting bedrock to discovering a pond that had been used as the local landfill. After clearing the site, drilling through the bedrock, hauling truckloads of debris from the property, working through storm and sanitary sewer requirements, and meeting the many local, state and federal mandates, Fuller's Citgo was starting to take shape.

After more than two years in the making, Fuller's Citgo opened its doors on February 22, 2008.

What was once an unsightly area of Robbins has been transformed into the village's one and only gasoline/convenience store/car wash. Set on one acre of land, Fuller's Citgo is a community showcase - from its state-of-the-art design to its many amenities. Outside customers will find 6 dispensers with 12 fueling positions offering gasoline, diesel and E85, and a premiere soft-cloth car wash. Inside it features 13 doors of coolers with a wide assortment of food and beverage items, deli, donuts, ATM, and a wide range of sundry items.

The time, effort, patience and hard work have paid off. The station, now the highlight of this bustling intersection, draws in a steady stream of customers day and night. While many would have long ago given up the fight, Terry, Nizer and Wally forged ahead, never losing sight of their goal. Terry credits the staff at Parent Petroleum, who remained by their side through the entire process, as well as being instrumental in their dream becoming a reality. "They helped us secure the Citgo brand, gave us a nice image and great signage and the time and support we needed to get where we are today," recalls Terry.

Parent Adds Shell Oil Brand continued

and security to customer transactions. The new Pay By Touch biometric technology that Shell has recently installed at select Chicagoland stations is in a beta testing mode, and while exciting, its future is uncertain. With this technology, a simple finger scan is used to pay for a fuel purchase. Payment options include eCheck (a direct debit from the consumer's checking account), Shell Card or Shell MasterCard.

Shell is the No. 1 selling brand of gasoline in the United States with more market share and volume than any other brand in the country. In 2007, Fortune magazine ranked Shell as the third largest corporation in the world, behind Wal-Mart and ExxonMobil.

The addition of the Shell brand gives Parent's customers another tool to utilize in our increasingly competitive marketplace.

For more information about Shell go to www.shell.com.

1. Shell Oil Company, Houston, Texas