

Brand News

By Joe Aliperta

BP: "Everybody wins with the New Bp Visa by Chase"

Beginning May 3, BP will launch the arrival of their new BP VISA card. The improved co-branded credit card will feature a special introductory offer, doubling the rebates for newly registered cardholders. POP kits were sent to all sites in mid-April. Dealers can do their part by ensuring that their promotional materials and new applications are properly displayed from May 3 thru July 5. Be on the lookout for BP personnel stopping at your location to install mandatory application holders on your dispensers.

CITGO: "Enjoy great savings with the Citgo Plus Card"

For a limited time, new consumers who apply for the Citgo Plus Card can enjoy a 5% rebate on all purchases made within the first 6 months of activation. With the summer driving season on its way, now is a great time to promote this exceptional offer to your customers! Make sure to contribute to the success of the Citgo Plus campaign by displaying the current POP material now through June 30.

CLARK: "The Omni 3750.....has arrived!"

During the first and second quarter of 2006, Clark Brands will implement a program to replace the Verifone Omni 490 with the Verifone Omni 3750 processor. The New POS device will not only allow you to run your business more efficiently, but will also feature upgraded software that will allow account masking and debit encryption. Contact your marketing representative for information and further details on the Omni replacement and upgrade process at your earliest convenience. Contact your marketing representative for further details.

MARATHON: "Community Participation Reimbursement"

Spring is a great time to get involved with your community. One way is to sponsor local athletic apparel, equipment or other material upon which the Marathon logo can be proudly displayed. Marathon will reimburse 50% of up to \$500 of qualified expenses during a calendar year for any one location. Increase consumer traffic and loyalty by generating a name for yourself within your local community. Contact your marketing representative for complete instructions and additional information on how you can participate in this exciting program!

EXXONMOBIL: "New Mystery Shop Program"

ExxonMobil is pleased to announce the introduction of its new 2006 Mystery Shopper Program. The new monthly survey will be based on a 19-question point scale, which focuses on three major areas of your location: the Forecourt, Backcourt, and Customer Service experience. Starting this spring all current dealers will be evaluated at ExxonMobil's expense. However, beginning 2007 the \$25 monthly fee will be the dealer's responsibility. By maintaining your stations appearance, you will not only pass your evaluation, but will increase your business as well.

PHILLIPS: "Who Says our Gas is Top Tier?"

The first quarter of 2006 brings the Quality PROclean message to the forefront. Quality PROclean gasolines help to restore engine performance, reduce hesitation and keep vital engine parts clean and deposit free. Ensure compliance by displaying your Point of Purchase materials as they arrive at your doorsteps. Take advantage of this great opportunity to reinsure your consumers of the "Top Tier" products they receive at your location!

Parent Petroleum Company

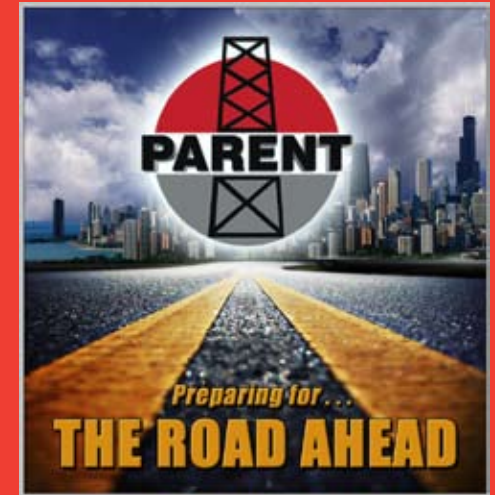
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PARENT ADVANTAGE

The great dividing line between success and failure can be expressed in five words: "I did not have time." - Franklin Field



DEALER BUSINESS FORUM May 25, 2006

Parent Petroleum cordially invites you to attend our annual Dealer Business Forum, Brand Seminars and Trade Show, which will begin at 9 a.m. on Thursday, May 25 at the NIU Outreach Center. There will be a breakfast buffet starting at 8 a.m. and the program starts at 9.

This information and education-packed event offers something for everyone. Participants will have the opportunity to enhance their work productivity and knowledge through hands-on demonstrations, training, education, and a glimpse at the latest technology. You'll also enjoy some quality time networking with our refiner representatives, equipment specialists, and other independent dealers.

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At Work With Ralph Pope

Ralph Pope is one of those remarkable people who naturally stand out above most. He is ageless in his vision, attitude, and work ethic. His colleagues say he's one of the hardest-working men in the business.

Ralph Pope enjoys what he does and it shows. This self-driven, former entrepreneur has cultivated a loyal following of customers in the greater Chicagoland area.

For Ralph, age is a state of mind. "Staying active and productive helps keep the mind and body young," Ralph points out. Ralph has been in the workforce since 1950 and it's been by choice that he's still working.

It was by chance that Ralph joined the Parent Petroleum team and embarked on a satisfying second career more than a decade ago. After retiring with more than a half century of experience in the workforce (an entrepreneur in the electronics field), Ralph became a manufacturer's

representative selling bulk and case oil goods to the petroleum industry. One of the companies he sold product to was Parent Petroleum. Through this affiliation, he met Parent Petroleum president, Pete Mancini, who liked what he saw in Ralph and invited him to join the Parent Petroleum team.

For the past 12 years, this Chicago native and Army veteran has been an important part of the Parent Petroleum team by forging new relationships with high-quality dealers as well as taking good care of existing customers. He has cultivated a loyal following and a respected reputation among his constituents and colleagues.

"This was a new experience and a new field for me and I absolutely love what I do," said Ralph. "I have been in the workforce since 1950 and this is the first time that I have ever actually worked for someone else. It is a real team effort where we work together and support each other to get the job done. The end result is coordinated, efficient service for our customers."

"When you enjoy what you do it shows," notes Ralph. It's been his positive attitude and hard work that has kept Ralph a viable and successful part of the Parent Petroleum team.

Grand Aberdeen Service - Still Going Strong After 4 Decades

Long days and hard work have been the backbone of the Klun family work ethic. It has also enabled the family business, Grand Aberdeen Service, to become a mainstay in Chicago's river west neighborhood for more than 40 years.



Jimmy Klun along with his brother Tony (not pictured) are the second-generation of Klun's at the helm of the family business. They grew up helping at the station and officially joined the operation in the 1990's after graduating from college.

Grand Aberdeen Service began as a traditional neighborhood service station in 1952. A decade later in 1962, Anton (Tony) Klun, Jr. stepped into the business with a lease-to-own agreement. Over the years and under the sole ownership of the Klun family, this neighborhood service station that initially only featured fuel and light automotive service grew in size and scope to become a true "full service" station. Today, it is one of a dwindling few full service stations that remain in the city.

A second generation of Klun's is now involved with the family business, including Jimmy and Tony, III, along with station manager, Tony Loiacono and over 20 employees. This business bustles six days a week servicing a steady stream of local and commuter traffic within about a five-mile radius of the station.

Located on a half-acre of ground in an area sprawling with incredible growth, Grand Aberdeen Service is in a good position for the future. Despite the fact that it is landlocked by highways, homes, and office buildings, many of which are being rehabbed and rebuilt, the business has utilized its limited space very effectively. It features 10 fueling positions (gasoline and diesel), 24-hour light and heavy-duty tow service, state of the art car wash, automotive service and repair (oil, lube & filter, brakes, A/C, etc.), ASC certified mechanics, ATM, mini-mart and prepared fast food (hot dogs, pizza, soups) and assorted convenience items.

Jimmy says Grand Aberdeen Service has carried the name of a number of brands, but Marathon has been by far, his favorite. "Our reputation along with a highly recognized and trusted brand name is good for business," continues Jimmy. "Inside our top selling items are cigarettes and sports drinks. Outside our tow service has been vital to balancing the ups and downs of other segments of the business." As is the case with many of these desirable urban properties, the Klun's are weighing the financial benefits of continuing the operation with the opportunity cost of selling the property to a high-rise developer.

Jimmy credits a loyal customer base, good employees, and keeping in tune with customer needs and trends and good old fashioned hard work as key ingredients in helping the station to stay in business over the years. To find out more about Grand Aberdeen Service go to www.gasntow.com.

New Regulation - Price Grouping

Source: The Flinn Report

The Attorney General adopted a new part titled "Price Gouging" (12 Ill Adm Code 465) effective 1/30/06. The rules describe the circumstance which charging high prices for petroleum products constitute an unfair or de captive act or practice (see Consumer Fraud and Deceptive Business Practices Act). A price is deemed "unconscionably high" if it represents a gross disparity between:

- 1) the petroleum product's price and its price immediately prior to the onset of the "market emergency" or
- 2) the price at which the same or similar product is readily obtainable by other buyers in the trade area.

Also, the disparity must be substantially unattributable to increased prices charged by the petroleum-related business suppliers or increased costs due to an abnormal market disruption. One change adds a rebuttable presumption that a market emergency lasts for 45 days from the occurrence of the market disruption or other event that constitutes the market emergency.

Ultra Low Sulfur Diesel Decals Available

IPMA/IACS has your Ultra Low Sulfur Decals that meet the U.S. EPA Federal Regulations. Compliance deadline: June 1, 2006.

Call the IPMA/IACS office today and place your order (217) 544-4609 ext. 15, or go to www.ipma-iacs.org for an order form.

Compliance deadline is June 1, 2006.

Did You Know?

For every \$1 increase per barrel of crude oil the price at the pump increases approximately 2.4 cents.