

Brand News

By Joe Aliperta

BP: "A Little Better Game Promotion"

BP's "A Little Better Game" is back with a new twist! Consumers who purchase eight gallons or more of fuel are instantly given a game card upon request. The game cards provide an instant opportunity to win great prizes or simply enter your card codes to win great BP gift card prizes online. Additional game cards can be ordered by calling 1-888-BP-HELPU, option 5 then 3.

CITGO: "Do Your Diesel Pumps Meet Labeling Standards?"

Since June 1, 2006 the EPA has required that all diesel pumps feature labels in accordance with industry standards. Dealers are asked to ensure that all pumps are labeled accordingly in order to avoid EPA violations. Beginning June 1, 2010, the following labeling changes will take effect. The Low Sulfur Highway Diesel Fuel (500ppm) will no longer be produced. Thus, if applicable continue to use the current 500ppm Sulfur Maximum label until the existing product inventory is converted to 15ppm Sulfur Maximum. All diesel pumps must be updated with current 15ppm labels at this time. Please contact your marketing representative to ensure your pumps have reached compliance.

MARATHON: "Verifone Ruby/ Topaz Software Rollout"

Marathon is pleased to announce the rollout of new Ruby/Topaz software to all locations operating a Verifone Ruby/ Topaz POS System. A mandatory upgrade to Version V3.05.03 should have been met by March 2, 2010 for PCI Compliance. Other features allow Fuelman fleet cards to be accepted directly through your terminal. Contact the Marathon helpdesk or your Parent marketing representative for additional details.

SHELL: "Protect Your Engine Against Gunk Campaign"

Shell Nitrogen Enriched Gasolines were originally introduced in March 2009 and now it is time to remind consumers about the benefits of this great product! All three grades of Shell gasoline contain a Nitrogen Cleaning System that destroys, protects and prevents engine gunk in both conventional and modern engines. Dealers are asked to have all the current POP properly placed and to review the first quarter module with their staff.

MOBIL: "Use Your Card for a Chance to WIN"

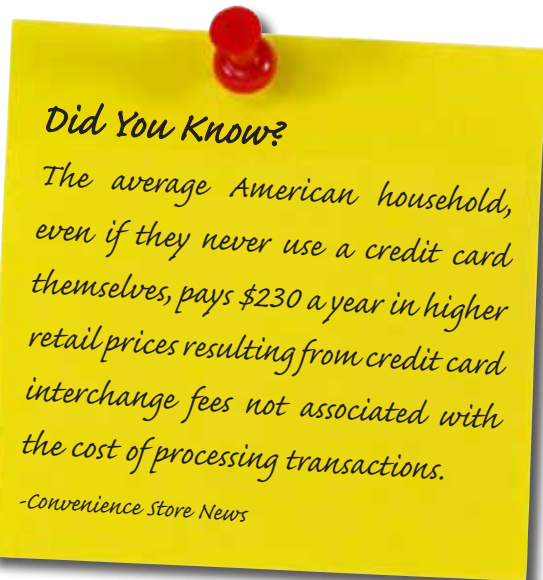
Lower your credit card fees with this year's ExxonMobil Personal Card promotion. Consumers are automatically entered to win a 2010 Smart Coupe or one of thousands of ExxonMobil gift cards, every time they use their Personnel card now through June 30. Dealers are asked to properly post the Wave 2 subscriptions.

Top 5

Here are the Top 5 Consumer Goods Spending Trends for 2010:

1. Restraint remains the new normal.
2. Value is a top priority.
3. Store brand growth continues.
4. Grocery consolidation intensifies.
5. Assortment wars escalate.

-Nielson Report



Pre Sorted Std
U.S. Postage
PAID
LM Direct

Parent Petroleum Company

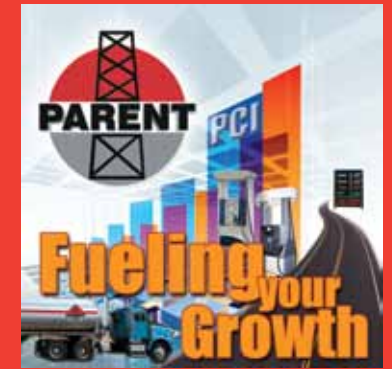
37 West 370 Route 38
St. Charles, IL 60175
B: 630.584.2505 • F: 630.584.2576
www.parentpetroleum.com

The Advantage is published by Parent Petroleum. It has been designed to serve as a tool to enhance success and growth for customers of Parent Petroleum.
Chief Editor - Mark Potaczek. Contributing Editor - Peggy Georgi. Printed by - McCormack Printing Impressions, Inc.



"Success often comes to those who dare to act. It seldom goes to the timid who are ever afraid of the consequences."

-Jawaharlal Nehru



2010 Dealer Business Forum

Parent Petroleum drew in a capacity crowd from the greater Chicago area for its fourth bi-annual Dealer Business Forum in February in Naperville. The day began with a sumptuous gourmet meal, followed by a speaker seminar that included informative subject matter experts who covered a wide range of pertinent topics, from Chicago area tax and legislative issues and industry forecasting to UST regulatory issues, evolving electronic sign technology, and the focal topic of the forum, PCI Compliance. Experts from Gilbarco, Wayne, and Verifone were present to provide clarification for each brand and the local authorized service contractors who actually install the equipment were present as well as the approved equipment financing company. The remainder of the afternoon included a tradeshow, which enabled the attendees to mingle with other station operators, a variety of vendors serving the petroleum/convenience

(continued inside)

April 2010

Bingham Joins Parent Team



Rick Bingham is the newest addition to the Parent Petroleum team, bringing with him more than four decades in the industry and a strong connection to the dealers he will be servicing.

As BP was transitioning its Chicago sites to jobbers, Parent Petroleum came to the table. It was the company's reputation, operating philosophy and customer-oriented commitment that made Parent the best fit to supply a chunk of BP's Chicagoland retail operations. Not only did Parent acquire scores of retail locations, it also picked up a valuable resource, Rick Bingham, a more than 40-year veteran in the industry.

Since joining the Parent Petroleum team, Rick has been a welcome addition as well as a familiar face to the dealers he is servicing. From Parent's perspective Rick was an asset that provided some continuity for their newly-acquired customers. Rick, who entered the job market at age 16, is a hardworking and proactive marketing representative with a laser-like focus on the well-being of his customers.

A Richmond, Virginia native, Rick began his career in the grocery industry in St. Louis, Missouri. He transitioned into the convenience market and ultimately to BP through a series of changes, acquisitions and moves. He worked his way through a variety of management, auditing, sales, supervisory and district-level positions throughout three states during the past 40 plus years amassing a wealth of knowledge, experience in the industry and respect along the way. He served as one of BP's territory managers in Chicago from 2003 to 2009 prior to joining Parent in January.

Rick's philosophy of putting 110 percent into his job has paid off in the form of opportunity, advancement and a rewarding career in the convenience/petroleum industry.

As a marketing representative for Parent, Rick oversees Parent's BP branded fuel sites. Rick is excited to represent Parent from a fuel standpoint. Parent has given him the opportunity to gain additional experience, improve his personal growth and continue to represent a market where he is well known, well respected, and one that he now considers his home.

Rick is also proud of his 30 years of marriage to his wife, Sharon. They have four children and one granddaughter. When he is not working, Rick is actively involved with his family. A sports enthusiast, Rick also plays inline hockey and golf.

Owners & Operators, Truck Stop Operators, Car Wash Operators and others from throughout the entire Midwest to see the latest and most innovative concepts, products and services in the industry. Learn about the latest trends and technology, attend educational seminars and enjoy network opportunities designed to help keep your operation successful and profitable. For a schedule of events, registration and/or more information go to: www.m-pact.org.

M-PACT, the largest regional petroleum tradeshow in the Midwest, is being hosted by The Indiana Petroleum Marketers & Convenience Store Association (IPCA), the Illinois Petroleum Marketers Association (IPMA), Illinois Association of Convenience Stores (IACS), the Kentucky Petroleum Marketers Association (KPMA) and the Ohio Petroleum Marketers & Convenience Store Association (OPMCA).

O'Hare BP Sets the Bar



Steve Weitzman, managing partner of O'Hare BP, inside the station's 150-foot long state-of-the-art car wash. He expects to be a leader on value and service drawing in a steady stream of customers day and night.

Anticipation had reached a crescendo just prior to the opening, on April 1st, of the O'Hare BP, one of the greater Chicago areas's newest BP flagship stations. The nearly year-long undertaking has resulted in a magnificent multi-level station that beautifully integrates a multitude of profit centers.

Steven Weitzman, the managing partner of the site, has been an integral part of transforming just over an

acre parcel of ground on Manheim Road in the Village of Schiller Park, into a state-of-the-art super station. By every estimate, O'Hare BP is expected to become a destination point for visitors and locals alike.

When it came to ensuring the best, Weitzman did not cut corners nor did he spare any expense. "To be the best, draw in the best, and stay the best, you have to offer the best in every aspect of your operation," said Weitzman, who stepped out of semi-retirement to be a part of this exciting project.

Outside, there are 24 fueling positions, a 150-foot long state-of-the-art car wash built with the latest, greatest and highest quality equipment and manned by attendants. The onsite vacuum island features eight stalls and is free to customers. There is a free air machine, drive thru ATM and Dunkin' Donuts, and electric service for hybrid vehicles. In addition, there is 4- by 16-foot Digital Reader Board (with a picture that is as clear as high definition TV) that extends 40 feet in the air that can be seen from several blocks away. A radiant heat system installed under the front walkway into the station, at the drive thru and at the entry and exit to the car wash will keep these areas free and clear of ice and snow.

Inside the main floor is filled with isles of products of every variety, beverage stations, foods, snacks, candy,

cigarettes and sundry items to meet nearly every need and want for one stop shopping. There is a Subway, Dunkin' Donuts and Tony's Italian Beef franchises, all equipped with quality fixtures and appliances throughout. The upper level serves as offices and for inventory storage.

"We used energy-saving equipment, LED lighting, energy star appliances and green building materials throughout," Weitzman proudly pointed out. "We have a radiant heat system, onsite generator and are wired to install a 300-foot windmill to help with future power generation once we receive approval."

Weitzman made it a point to support local businesses like Sloan Valve Company and Four Points by Sheraton by utilizing their products and services. He personally interviewed and handed picked individuals from the community to staff the station providing some 15 permanent jobs.

When approached with the idea, it took only seconds for this long-term real estate broker from Chicago's southside to jump in. While this is the first undertaking of this nature for Weitzman, he does not expect it to be his last. "It was a great piece of land that sat vacant for some time," recalls Weitzman. "It had great potential and I jumped onboard because I was confident we could make it a reality and do it better than anyone else."

It wasn't too long after Weitzman became involved, Pete Mancini and Parent Petroleum was recommended as the company to have on board as the fuel supplier. After meeting with Mancini and Mark Potaczek, 'the mojo was right' and Weitzman said they would never have anyone other than Parent serve as their supplier. "They [Parent Petroleum and its representatives] have proved themselves to be a step above whatever or whoever is in second place," Weitzman noted.

"We didn't build just your average station," continued Weitzman, who can be found at the station the better part of each day and then some. "We built the station of the future today. It's a community showpiece that will be bustling with activity, 24 hours a day, seven days a week." Weitzman is banking that all the green invested in the facility will earn the operation a little green in return.

2010 Dealer Business Forum

store markets, service contractors, and manufacturers of many cutting edge products and services in our industry.

See enclosed insert for a pictorial recap of this year's Dealer Business Forum.

Congratulations to Pravin Patel, who held the lucky key which opened the treasure chest containing a new LED electronic reader board!

M-PACT Set for April 28-30

The 2010 Midwest Petroleum and Convenience Tradeshow is set for April 28-30 at the Indiana Convention Center in Indianapolis, Indiana. This Exposition brings together Petroleum Marketers, Suppliers, C-Store