



FOR IMMEDIATE RELEASE

Gulf Oil Acquires Brand Rights for Entire U.S.

Consolidation Drives National Expansion Opportunity

Framingham, MA – January 13, 2010 – Gulf Oil, L.P., a wholly owned subsidiary of Cumberland Farms, Inc., today announced its intentions to execute a significant geographic brand expansion.

The “Gulf” brand, one of the petroleum industry’s most venerable, has been in existence for almost 110 years. However, for the last twenty years, Gulf branded gasoline in the continental U.S. has only been available in an eleven-state region in the Northeast through a licensing agreement between Gulf Oil L.P.’s parent company and Chevron U.S.A. Inc.

Effective January 12th, Gulf Oil L.P. acquired all rights, title and interest to the “Gulf” brand in the U.S. While specific terms of the deal are not being released, Gulf Oil now controls the right to market the brand throughout the United States and its territories. This acquisition enables Gulf Oil to expand its use of the Gulf brand throughout the U.S. for the first time since it first acquired certain rights to the brand in 1986.

Gulf Oil President and Chief Operating Officer Ron Sabia and Gulf Oil Senior Vice President and Chief Sales and Marketing Officer Rick Dery will lead the Company’s expansion.

“This acquisition presents us with an extraordinary growth opportunity,” said Dery. “In September of 2005, we initiated an extensive overhaul of the marketing and business strategy surrounding the Gulf brand. Our objective was clear – to enhance the brand value of Gulf and to restore the image and perception of Gulf to that of a premium gasoline retailer. Even though we operated regionally, we behaved as a national marketer. The effort has paid off. During the past two years we have enjoyed unparalleled growth in overall station count, and we have overwhelmingly improved the quality and caliber of our entire retail station portfolio. Most importantly the faith and acceptance of our branded distributors and dealers has validated that strategy.”

Dery also affirmed that the renewed marketing effort has had an effect on the perception of Gulf outside of the limited geography. “We often receive unsolicited inquiries from gasoline distributors from around the country desirous to brand Gulf. It was heartbreaking to have to decline branding requests for stations simply because of where they were located. Thankfully, those days are behind us. Not only are we now behaving “nationally” ... we are going to begin operating the same way.”

Gulf Oil President Ron Sabia is equally enthused about this new direction for the company. “Gulf truly is an iconic brand with a long and distinguished reputation for combining quality petroleum products with outstanding service,” said Sabia. “We have worked incredibly hard over the past few years restoring the glimmer to Gulf. I am very fortunate to have surrounded myself with an amazingly diverse and talented team of professionals who live it every day. I share in their pride about now being a national brand and look forward to expanding our network of supply and service to other regions beyond the Northeast base.”

According to Sabia, “the retail gasoline marketplace is undergoing historic and fundamental changes. We have adapted well to this new environment and thus have a tremendous opportunity to leverage our unique capabilities as a branded supplier to serve dealers and distributors in a manner that will make their sites successful fueling destinations of the future.”

About Gulf Oil

Gulf Oil Limited Partnership, based in Framingham, Massachusetts, is one of the Northeast's largest wholesalers of refined petroleum products. Gulf Oil distributes motor fuels through a network of more than 2,000 branded gasoline retail centers, 12 proprietary oil terminals, and a network of more than 50 other supply terminals. Gulf Oil supplies gasoline, heating oil, diesel fuel, jet fuel and kerosene through its Gulf Oil terminal network. Through its unbranded subsidiary, Great Island Energy, Gulf Oil L.P. also supplies petroleum products as well as risk management and financial services to industrial, commercial, and independent retail firms. Visit www.gulfoil.com for more information.