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GULF OIL JOINS FUEL SAVINGS NETWORK TO HELP CONSUMERS PAY LESS

Gas savings program now available all over New England

NEWTON, Mass., March 16th, 2009 – Gulf Oil L.P., one of the world’s most recognized fuel brands, announced today that it will offer consumers the ability to lower their price of gas through a powerful new retail partner program.

The program, known as Override, is simple and powerful: All consumers have to do is shop at such retailers as Shaw’s Supermarkets or Dunkin’ Donuts to earn their gas savings. Shoppers who make a minimum purchase of \$50 worth of groceries with their Shaw’s Rewards Card earn an immediate 10 cents off a gallon of gas up to 20 gallons at a participating Gulf Oil location.

Dunkin Donuts’ customers who purchase at least \$20 (which can be accumulated over multiple visits) with a Dunkin’ Rewards Card, earns 5 cents off each gallon of gas at Gulf. Those savings can then be redeemed immediately at participating Gulf locations throughout New England. Either partner card – the Shaw’s or Dunkin’ Card – can be swiped right at the gas pump to earn the savings.

“Gulf Oil is always on the hunt for creative, unique programs that help the driving public,” said Gulf Oil President and Chief Operating Officer Ron Sabia. “The ability to extend a savings program to consumers is a fundamental part of our strategy to grow as the leading downstream energy distribution company. The key attributes of Override are its link to strong retail partners, our extensive network of Gulf locations and the immediate roll back of pump prices.”

The gas savings program with Gulf is currently being piloted at eight locations in the Worcester and Gloucester, MA markets, and will expand to hundreds of locations throughout New England on March 27. According to Gulf Chief Marketing Officer Rick Dery, “The response to the program from our Gulf branded distributors and dealers has been outstanding.”

The Override program was launched in 2007 with Shaw’s Supermarkets and was an instant success. In the fall of 2008, Override added more than 250 Dunkin’ Donuts locations in New Hampshire and Maine to the program, creating greater coverage where customers could earn gas savings.

To date, Override has saved more than \$10 million for thousands of participants throughout New England since the program began.

The unique power of Override is the ability of its participants to combine their savings from more than one retail partner. By registering their rewards cards at Override.com, consumers can link the savings earned at more than one retailer to maximize their savings at the pump.

“Our first priorities are to bring value and quality to Override participants, and Override’s partnership with Gulf will raise these standards even higher. The addition of Gulf locations to the Override network will provide unprecedented convenience to consumers who want to lower their price of gas at the pump,” said Mike Crosby, CEO of Override. “Their service stations are state-of-the-art, and they have a history of offering innovative programs to their customers. Because of the difficult economy, Gulf’s participation in Override could not be coming at a better time.”

About Gulf Oil

Gulf Oil Limited Partnership, based in Newton, Massachusetts, is one of the Northeast’s largest wholesalers of refined petroleum products. Gulf Oil distributes motor fuels through a network of more than 2,400 Gulf-branded gasoline retail centers, 12 proprietary oil terminals, and a network of more than 50 other supply terminals. Gulf Oil supplies heating oil, diesel fuel, jet fuel and kerosene to these branded retail outlets through its Gulf Oil brand. 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. Gulf Oil through its ownership interest in World Energy is also the nation’s largest distributor of bio-diesel, an increasingly important part of our nation’s energy supply. Visit www.gulfoil.com for more information.

About Override

Created in July 2007, Override connects highly respected retail partners and consumers with fuel retailers to leverage the power of fuel. Consumers can earn gas savings at participating Shaw’s Supermarkets and Dunkin’ Donuts, and redeem their savings at hundreds of fuel locations throughout New England. The program is also offered to more than 37,000 New England-based employees, including employees at Shaw’s Supermarkets, through the Override employee program. For more information, please visit Override.com.

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