



**FOR IMMEDIATE RELEASE**

## **Gulf Oil Returns to the Bluegrass State**

Kentucky Gas Stations Will Fly the Gulf Flag for the First Time in 20 Years

**Somerset, KY and Framingham, MA – March 10, 2010** – Gulf Oil today announced an enthusiastic return to the Bluegrass State with the initial signing of a branded distributor agreement with Southern Petroleum of Somerset, Kentucky. Southern will soon begin rebranding nine retail motor fuel outlets (five currently flagged Chevron) to the new Gulf “Sunrise” image. This is the first time in 20 years that a Gulf Oil branded gas station has operated in the state. Southern Services, Inc., a division of Southern Petroleum, will be coordinating the reimage installation.

“We are excited to be part of the Gulf family,” said Jonathan Arnett, President of the Somerset, KY-based Southern Petroleum Inc. “The Gulf brand has great awareness and recognition, and like our organization, is focused on high-quality customer service. They are a natural partner for us, and we look forward to a long successful partnership.” Southern Petroleum supplies over 150 gas stations in the state of Kentucky, Indiana and Tennessee.

On January 12, 2010, Gulf Oil acquired all title and interests to the “Gulf” brand from Chevron U.S.A. Inc. It now controls the right to market the brand throughout the United States and its territories.

“We are very excited to serve Kentucky’s driving public once again,” said Gulf Oil Senior Vice President and Chief Sales and Marketing Officer Rick Dery. “We remain steadfastly committed to enhancing our brand value and restoring the perception of Gulf to that of a premium nationwide gasoline retailer. Acceptance by branded distributors such as Southern Petroleum validates our efforts.”

Dery continued, “And, Kentucky is only the beginning. There is a huge appetite by branded distributors outside of our existing Northeastern geography for the return of the Gulf brand, and we have been overwhelmed by the reception that Gulf has received over the past few weeks. We have a multitude of branding requests from distributors down the East coast - from Maryland to Florida, and as far west as Minnesota. Within the next few years, the landscape of retail motor fuel outlets will change as Gulf becomes a national premium fuel and service option.”

“We have enjoyed unparalleled growth in the last two years, as we enhance the quality and caliber of our station portfolio,” said Gulf Oil President and Chief Operating Officer Ron Sabia. “With the retail gasoline marketplace undergoing a historic and fundamental consolidation, we are poised to take advantage of this opportunity. We will leverage our unique capabilities as a branded supplier and make our dealers and distributors successful over the long term.”

### **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](http://www.gulfoil.com) for more information.

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