# Shell Brand Conversion Implementation Guide

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**Content Updates:**
When content warrants, every effort will be made to place updated information on Shell Source (our web-based system — www.shellsource.com) as it becomes available. Content will be located under “Marketing & Incentive,” “Wholesale / Retail Development,” “Brand Conversion.”

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Version 4 (eff. January 2007)
© Copyright 2007 Shell Oil Products US and Motiva Enterprises LLC
Shell Ambition:
To be the best fuels retailer in the world.

Shell Retail Consumer Commitment:
We will “Make the Difference REAL!” for every consumer at every site, every day.
Overview

Shell Oil Products US and Motiva Enterprises LLC will be collectively referred to in this brochure as “Shell.” The Shell Area Manager for wholesale and the Shell Sales Manager for direct retail will be collectively referred to as Shell Account Manager throughout this brochure. Shell Wholesalers and Shell Direct Retailers will be collectively referred to as wholesalers/retailers throughout this brochure.

Shell is committed to working closely with wholesalers and retailers to make the transition to Shell as simple as possible. The goal of Shell is to ensure that wholesalers and retailers are aware of the various activities planned for the brand conversion and to equip them with the tools they need. We encourage wholesalers and retailers to take advantage of these programs and fully utilize them to help grow their business. This guide includes conversion checklists to review as well as program information to help set expectations about the process.

Becoming the Best Fuels Retailer in the World.

The Shell vision of becoming the best fuels retailer in the world is more than just words; it lives in our actions every day. We have built our reputation during the last century by providing consumers with quality fuels that differentiate themselves from the competition. Shell’s global experiences also present us with the ability to leverage best practices and adapt to different retail environments. Shell gasolines are designed by utilizing the international expertise of Shell scientists gained from years of experience in developing fuels and lubricants for today’s drivers and specialized users, including Ferrari Formula One, Audi Sport and NASCAR. Together with a network of strong operators, we will achieve our vision.

Shell Oil Products US is a subsidiary of Shell Oil Company. Shell Oil Company is an affiliate of Royal Dutch/Shell Group of Companies (NYSE: RD/SC). For more information, please visit www.shell.com. Shell Oil Products US operates refineries a pipeline and a terminal system, and has a network of more than 6,000 branded gasoline retail sites in the Western United States. Shell Oil Company is a 50 percent owner of Motiva Enterprises LLC. Motiva refines and markets branded products through more than 7,500 retail sites in the Eastern and Southern United States.

This is Shell Country

• Shell is one of America’s leading oil and natural gas producers, natural gas marketers, gasoline marketers and petrochemical manufacturers.
• Shell has been recognized by the industry as a pioneer in oil and gas exploration and production technology.
• Shell began fueling America’s dreams in 1912 encompassing nearly a century of experience.
• Shell continues its success as one of the most popular gasoline brands in the world.
Shell has developed three primary communication and marketing vehicles which provide an integral connection for wholesalers and retailers during the conversion process and beyond. They are the Shell Source website, the Shell Solutions Center telephone center and the Shell Trading and Retail Zone (STARZ), a web-based convenience retailing and site management resource. These tools are outlined below in detail.

1. Shell Source — www.shellsource.com

The Shell Source website is the primary vehicle for communicating and transacting business with our wholesalers and retailers combining oil products, lubricants and the commercial business activities into a “one-stop resource.” Shell Source (www.shellsource.com) provides wholesalers and retailers enhanced functionality and opportunities for more one-to-one communications. An important upgrade to this interface enables wholesalers to customize log-on access to Shell Source for individual retailers.

A summary poster of the Shell Source website has been created to help wholesalers and retailers find the information they use the most such as:

- How to log on to Shell Source for the first time
- How to set up a User Profile (wholesalers can grant restricted access to their retailers)
- How to navigate through the site
- How to find pricing and accounting information

Shell Source Poster

To access Shell Source, contact the Shell Account Manager to obtain a user name and password.

The Shell Source poster is available online, in a downloadable format, within Shell Source (on the home page, under the “Features” red bar in center of screen, select “Shell Source Poster.”)

New User Tutorial

Additionally, new users are invited to view the Shell Source tutorial. This session is designed to outline the navigation of the site and is approximately 15 minutes in length (on the home page, under the “Features” red bar in center of the screen, select “New User Tutorial”).
2. Shell Solutions Center (SSC)

The Shell Solutions Center (SSC) is a customer service center for Shell, providing a central point of contact for sales personnel, wholesalers and retailers, commercial consumers, and the motoring public. Consumers can contact the SSC by web, email, phone, fax, or mail with issues, questions, compliments, or complaints.

Trained to also respond to questions regarding the Shell Source website, the focus is on quick and efficient issue resolution. Our staff is polite, respectful, knowledgeable, and available to assist every day of the week, including holidays and weekends.

Shell Solutions Center Contact Information:
Tel: 1-866-HI-SHELL (1-866-447-4355)
Fax: 713-423-0577
Email: ssc@shell.com
Hours: Open every day (including weekends and holidays) 6 am – 10 pm (CST)

3. Shell Trading and Retail Zone (STARZ)

Available via the Shell Source website, the Shell Trading and Retail Zone (STARZ) is a “virtual headquarters” for wholesalers and retailers. This new convenience retailing and site management web portal provides the following:

- Industry news and reports
- Merchandising tips
- Vendor contacts and information
- Shell Brand calendar
- Training information
- STARZ monthly newsletter
- Access to the STARZ Buying Club
- Retail programs

STARZ has been designed with the goal of helping wholesalers and retailers reduce costs, increase revenue and margin potential, and improve operating efficiencies. The intended outcome of this assistance is to improve total site execution and a best-in-class consumer experience.

To access STARZ, log on to Shell Source (www.shellsource.com) and click on “STARZ” in the left hand column.
There are many steps that need to be completed by wholesalers and retailers as part of the retail site(s) conversion. Here are seven important steps to get started on the process:

1. Determine conversion timeline and obtain ship-to number/location number with the Shell Account Manager. Obtain the user name and password for the Shell Source website.

2. Wholesalers and retailers will need to confirm that the Shell Account Manager has contacted Pointsmith (1-800-762-5213), the Shell primary point-of-purchase supplier, with the physical and shipping address of the retail site(s) and the conversion start date(s). The conversion start date is the day the retail site will begin pumping Shell fuel. Providing the address(es) will trigger shipment of the ‘New Station/Conversion Start Up Kit’ and the ‘Accepted Here POP Kit’ from Pointsmith to your retail site(s). See pages 12 – 14 for details on these kits.

3. Once wholesalers and retailers receive the location number from the Shell Account Manager (this may take approximately three weeks), and after completing steps 1 and 2 above, update/confirm the retail site information (i.e. site(s) address, ship-to address, signage requirements, etc.) on the Store Profile Database located on the Shell Source website (www.shellsource.com). This step is important to ensure that the site(s) receives the correct POP for Shell Quarterly Promotions.

Follow the procedure outlined below to update Store Profile(s):

   a) Log on to Shell Source using the User Name and Password (www.shellsource.com) — Both will be supplied by the Shell Account Manager.

   b) Click on “Marketing & Incentive” (left column)

   c) Under “Advertising/Promotion” click on “Point-of-Purchase” (see screenshot below)
Key Components of Brand Conversion

d) Click on ‘Store Profiles’ under ‘Administration’ (note: if the location is not in the system, please contact the Shell Account Manager)

e) Click on ‘Click to View’ in far right column for the retail site being updated/verified
Key Components of Brand Conversion

f) Verify information is correct for the retail site and then click ‘Update Information’

g) A message that the updated information has been saved will appear, and the screen will revert back to the retail outlet information page. Click on ‘Back to List’ to return to station listing (if there is more than one location to be updated/verified).
Key Components of Brand Conversion

Brand Conversion — Action Items and First Steps (continued from page 6)

4. Contact Network Operations to request conversion of the electronic point of sale (EPOS) to the Shell credit card processing system (1-866-309-4657). VSAT will need to be ordered for each site, and a site survey requested from the EPOS/Dispenser ASC and an order placed for any hardware and software requirements for the Shell brand.

5. Remove all competitive brand identification on exterior and any branded (logo) merchandise inside the store. To assist wholesalers and retailers in this process, Shell has provided a Retail Visual Identity [RVI] Inspection Checklist (Competitive Re-branding “Ready for Shell Checklist”) located in the pocket of this guide to assist in de-branding the site.

6. Confirm receipt of the Material Safety Data Sheet(s) (MSDS) which will be sent at the time of purchase of any hazardous chemicals that are present, used or stored at the employer’s workplace (as required by the OSHA Hazard Communication Standard; this standard requires employers to maintain and make readily available to their employees). If the MSDSs are not received or additional copies are desired, please request the relevant MSDS as noted below.

Shell Branded Products (manufactured by Shell or Motiva Enterprises):
To facilitate the process, please have the material name, MSDS number or product code for the MSDS being requested.

- Via email at prosteward-sopus@shell.com
- Via Shell Source (www.shellsource.com): Once logged in, under “Products & Services,” then “Safety,” then “Material Safety Data Sheets,” then select either “MSDS Lubricants or MSDS Retail,” then “Shell Branded Material Safety Data Sheets.” Search by Material Name, MSDS Number or Product Code
- Via Telephone: (877-276-7285: Hours of operation 8:00 am - 5:00 pm Central Standard Time)

Other Manufacturers’ Products:
For other manufacturers’ products or hazardous chemicals that are present, used or stored at the retail site, the wholesaler or retailer should contact the vendor from whom the product(s) was purchased.


What is Shell Retail Visual Identity?
The Shell Retail Visual Identity (RVI) has been designed to embody the core values of the Shell brand in a modern and welcoming visual environment. RVI is one of the most powerful and visible means of projecting the Shell brand. Retail professionals worldwide are, in this respect, guardians of the Shell brand. The careful and consistent management of RVI will reinforce the brand leadership of Shell over the long term by making the difference real for the consumer.

Details on the Shell RVI are available via Shell Source. Follow the instructions on page 11 to access guidelines and specifications for the physical conversion, financial assistance, marketing and training, supplier contacts, and much more.
RETAIN VISUAL IDENTITY (RVI)

RVI is more than just a paint job. It is the global image and service standards for Shell outlets in more than 100 countries. RVI creates an entire "retail experience" for consumers, offering a welcoming environment to meet the expectations of quality products, convenience, value and personal service. There are three levels of RVI design offered to retail sites converting to the Shell brand based on the characteristics of the property: accessibility, visibility, traffic flow and buying area.
Key Components of Brand Conversion

Follow the procedure outlined below to access Shell Retail Visual Identity (RVI) guidelines and specifications for the physical conversion, financial assistance, marketing and training, supplier contacts, and much more.

a) Log on to Shell Source using the User Name and Password (www.shellsource.com) — both will be supplied by the Shell Account Manager.

b) Under ‘Marketing & Incentive,’ and then under ‘Retail or Wholesale Development’ (depending on class of trade), click on ‘RVI – Retail Visual Identity’

All RVI guidelines will be available in this area (see screen below).

Some of the topics in this location are as follows:

- Updated Standards Bulletins
- Contact List
- Conversion Checklist
- Disclaimer
- RVI Final Inspection Checklist
- EPOS (Retail and Wholesale)
- Frequently Asked Questions
- Material Supplier Listing and Order Forms
- Prime Sign Standard Configuration
- Retail Visual Identity Design Standards (US)

In addition to being housed on Shell Source (www.shellsource.com), the RVI Design and Construction materials are available on CD. To obtain a copy, please contact:

Jerry Wilt  
281-874-7000  
jerry.wilt@shell.com

or

Greg Morrison  
281-874-4786  
gregory.morrison@shell.com
Advertising and Point-of-Purchase

Point-of-Purchase (POP) Process

Point-of-Purchase (POP) at the retail site level is a key element of the brand conversion process. We have developed a program to support all stages of conversion. It is imperative that the right POP is displayed at the site during the proper “phase” of conversion. Shell has prepared several Point-of-Purchase (POP) packages to make converting to Shell easy and efficient. The following kits are available for new stations and competitive conversions:

1. Start Up Kit (materials only; does not contain POP)
2. Accepted Here POP Kit
3. Current Quarter POP Kit
4. Grand Opening POP Kit (optional)
5. Welcome to Shell Program (optional)

1. Start Up Kit (shipped automatically)

This kit contains the necessary items to physically begin the interaction with the consumer. The kit includes credit card materials, guides and other items that wholesalers, retailers and their employees will refer to on a day-to-day basis and throughout the retail site’s conversion. It is important to become familiar with the contents.

The Start Up Kit will be ground shipped free of charge to the retail site(s) approximately 2 weeks prior to the conversion start date. In order to ensure receipt of the kit, please confirm the Shell Account Manager has contacted Pointsmith’s customer service (1-800-762-5213) as indicated on page 6 (Step 2) and provided them with the physical and shipping address of the retail site as well as the conversion start date. (Note: There will be a charge for expedited or overnight shipment of this kit.)

The New Station/Conversion Start Up Kit contains the following elements:

### Item | Description
--- | ---
**Shell Branded Card Applications** | Shell Card, Shell MasterCard® and Shell Commercial Card Applications
**Credit Card Application Holders and header card** | Inside counter application holder with a header card. Includes “1-800 Take-One Cards” for bottom slot of inside application holder.
**Electronic Point of Sale (EPOS) Credit Card Forms** | Includes D-13 (S-98) summary forms, D-15 sales receipt, D-16 (S-199D) manual imprinter forms and E-61 (29R) envelopes. Instructions on the use of these forms can be found in the Credit Card Sales Guide. Instructions on use of manual credit card imprinter and new address for mailing manual credit card sales will be included with forms.
### Advertising and Point-of-Purchase

**Start Up Kit contents continued**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shell</strong>&lt;br&gt;Credit Card Sales Guide (CCSG)</td>
<td>Contains detailed instructions and procedures for all credit cards accepted at Shell branded retail sites. Also contains helpful instructions on how to program the message display on the EPOS system. Please access Shell Source for updates and additional copies.</td>
</tr>
<tr>
<td><strong>Credit Card Quick Reference Guide</strong></td>
<td>This is an abbreviated version of the Credit Card Sales Guide (CCSG) featured above. This guide should be placed near the transaction area for easy reference.</td>
</tr>
<tr>
<td><strong>Shell Branded Receipt Tape</strong></td>
<td>Ordering information for Shell branded receipt tape marketing fuels and credit cards will be included in the Start Up Kit. The marketing on the back of this receipt tape offers an excellent opportunity to promote brand loyalty and open new Shell branded credit card accounts. These roll receipts are available in a variety of configurations for use inside the C-Store and for island pay-at-the-pump use.</td>
</tr>
<tr>
<td><strong>Shell Gift Card Introductory Pack</strong></td>
<td>Contains Shell Gift Card program description and instructions for ordering inactive Shell Gift Cards and information to order a complimentary acrylic gift card display unit (while supplies last).</td>
</tr>
<tr>
<td><strong>Co-op Advertising and Development Program Guide</strong></td>
<td>The Co-op Advertising and Development Program is designed to help fund local advertising and business development efforts. The Co-op Guide identifies a selection of approved Shell produced ad materials as well as reimbursement guidelines.</td>
</tr>
<tr>
<td><strong>Power Signs Brochure</strong></td>
<td>The Power Signs Program provides one-stop-shopping for the signage needs for the retail site(s).</td>
</tr>
<tr>
<td><strong>Uniform Catalog</strong></td>
<td>Lion Uniform Group continues to be the primary supplier of the approved Shell uniform shirts, pants and name tags. Lion is the only uniform supplier that is eligible for co-op reimbursement (pending fund availability).</td>
</tr>
<tr>
<td><strong>Column Banner Hardware Flyer</strong></td>
<td>The column banner hardware is used to hang signage on the columns on the forecourt. This signage replaces the island banner. The column banner hardware is a permanent fixture and is made of Retail Visual Identity (RVI) white metal arms and brackets. They should be installed to hold a 30&quot; x 48&quot; banner. Ordering instructions are included and the cost is available for 50 percent co-op reimbursement (pending fund availability).</td>
</tr>
</tbody>
</table>
Advertising and Point-of-Purchase

2. Accepted Here POP Kit (shipped automatically)*

The Accepted Here POP Kit communicates to the consumer the retail site is in the process of converting to Shell. The goal is to build intrigue in the Shell brand and create awareness that Shell is coming.

The Accepted Here POP Kit will be ground shipped free of charge to arrive approximately five days before the conversion start date. (Note: There will be a charge for expedited or overnight shipment of this kit.) These materials contain the Shell logo and announce to the public that the station is now branded Shell.

Per the specific store profile, this kit may contain the following:
- Pump topper sleeves (slipcover fits over existing pump topper hardware)
- Primary ID Shell saddle banner
- Wrap pole sign
- Yard sign
- Island banner

* Kits will be shipped automatically once the Shell Account Manager contacts Pointsmtih (1-800-762-5213) to advise of the physical and shipping address of the retail site as well as the conversion start date (see page 6 – Step 2). The conversion start date is the day the retail site will begin pumping Shell fuel. It is recommended to confirm with the Shell Account Manager that they have contacted Pointsmtih with this information.

The above illustration is an example of a station decorated with the Accepted Here POP Kit.
3. Current Quarter POP Kit (shipped automatically)*

The Current quarter POP Kit will be ground shipped free of charge to arrive 30 days after the conversion start date. (Note: There will be a charge for expedited or overnight shipment of this kit.) The kit contains the current POP signage that all existing Shell stations display and may be a combination of a credit card and a fuels message. Below is an example of the type of Point-of-Purchase (POP) which may be used.

This kit may contain the following elements:
- Current quarter POP signage (per the store profile information)
- L-bent application holders for dispensers
- Shell Program Calendar
- Current quarter applications

Example of Current Quarter POP Kit
Welcome to Shell Program (optional/additional cost)

The Welcome to Shell (WTS) is more than just a POP kit! The WTS program is designed to retain current consumers after a rebrand to Shell. The program provides for the immediate presentation of a temporary Shell credit card to the consumer through a short and simple application process.

The WTS program is for new gasoline credit card account growth in the following retail situations: 1) new station acquisitions, 2) grand openings and “new to Shell”/rebuilds, and 3) competitor station closures. To enroll in this program, log on to Shell Source at www.shellsource.com. Select ‘Marketing & Incentives’, then ‘Point of Purchase.’

The following elements are available for the Grand Opening POP Kit:

- Wrap pole sign and pump toppers for 25% of the site’s frames
- Column banners (column hardware ordered separately)
- Pennants
- Shell yard flags
- Balloons
- Lollipops

Note: Grand Openings are for new to industry (NTI) and competitive conversion sites and should be used within 6 months of the opening or renovation date.

5. Welcome to Shell Program (optional/additional cost)

The Welcome to Shell (WTS) is more than just a POP kit! The WTS program is designed to retain current consumers after a rebrand to Shell. The program provides for the immediate presentation of a temporary Shell credit card to the consumer through a short and simple application process.

The WTS program is for new gasoline credit card account growth in the following retail situations: 1) new station acquisitions, 2) grand openings and “new to Shell”/rebuilds, and 3) competitor station closures. To enroll in this program, log on to Shell Source at www.shellsource.com. Select ‘Marketing & Incentives’, then ‘Credit Card Marketing’. To speak to a Shell representative about this valuable program, please contact Jennifer Scott at 281-874-7713.

Elements included in the WTS kit are:

- A temporary Shell Card kit, provided by Citibank, with instructions, credit card materials and reporting documents required to conduct this program (FREE of charge)
- POP elements (pole sign, building sign, pump topper, window sign, register sign) available at a cost to be determined by the store profile. Cost and ordering information is available on the website mentioned above.
Advertising and Point-of-Purchase

Other Advertising

Other advertising opportunities available with the Shell Brand to empower wholesalers and retailers to grow their business are: Co-op, Power Signs and Local Store Marketing.

Co-op Advertising and Development Program

The national advertising efforts of Shell have established an image for the company as a whole. As a Shell wholesaler or direct retailer, the Co-op Advertising and Development Program will allow the extension of this message to the local marketing area. (This program is not available for MSO/CORO.)

The Co-op Advertising and Development Program is designed to help fund local advertising and business development efforts by providing a selection of Shell pre-approved, produced ad materials as well as guidelines for co-op participant created materials. In addition, the program funds may be utilized for other areas of retail execution such as: the Power Signs Program, promotions, uniforms, training, and lighting. Using this program is a tremendous way to increase brand awareness in the marketing area.

A copy of the guide book will be sent in the Start Up Kit (see page 12). Additionally, claim forms, order forms, examples of Shell produced ads for any advertising medium and the program guide are available on Shell Source:

- Log on to www.shellsources.com
- Click on ‘Marketing & Incentives’
- Click on ‘Available Advertising’ / ‘Co-op or Co-op Program’ / ‘Submissions’

Power Signs Program

The Power Signs Program provides one-stop-shopping for all signage needs at the retail site(s) and includes the following elements:

- In-stock library signage
- Shell Platinum MasterCard rebate signage
- RVI Grand Opening Kit
- POP customizer signage
- Sign hardware

A copy of the Power Signs brochure will arrive in the Start-Up Kit (see page 13). An electronic version can be downloaded from Shell Source:

- Log on to Shell Source
- Click on ‘Marketing & Incentive’
- Under ‘Advertising/Promotion’ click on ‘Point-of-Purchase’
- There is a link to download the brochure on this page
Advertising and Point-of-Purchase

Local Store Marketing

Shell continues to help wholesalers and retailers succeed with the Local Store Marketing (LSM) program, a consumer marketing database system designed to improve local store marketing efforts. With LSM, site level advertising can easily be developed online which is targeted to the location’s best consumers and prospects.

For the past several years, Shell has been perfecting a national consumer database which collects data from Shell locations nationally and combines the data into an integrated marketing database.

When ordering LSM programs, we provide exclusive access to this marketing technology, which will identify the best consumers for each of the retail locations. We are consistently achieving 7-10% response rates from LSM Direct Mail Programs as compared to a less than 1% industry standard. (These rates coincide with a strong consumer perceived value of the offer.)

Even better, the LSM website allows for the development of site level advertising programs easily and inexpensively over the internet such as the Shell LSM Rebrand Package. Select coupon offers and headlines, and we provide turnkey management of the entire process including a consumer address list, printing, production, personalization and mailing of the direct mail piece. Here are the details:

Shell Local Store Marketing Rebrand Package:

- Choose the amount of pieces to mail out and personalize 1 to 2 coupon offers. Over 200 direct mail templates are available.
- We recommend 2,000-2,500 pieces for a Rebrand (minimum 1,000 pieces) – mailed to consumers and best prospects.
- Postcard mailing is $0.47 per piece (price may vary).
- Have coupons valid during the time the Shell MasterCard greeter will be on site*.
- Mailings go out on the 15th and 30th of every month.
- All Local Store Marketing Programs are eligible for up to 50% co-op (pending fund availability).

* Optional Greeter Program is available whereby trained personnel solicit Shell branded cards on the fuel islands. For additional details on the Greeter Program, please consult the insert in the front pocket of this guide.

Sample Rebrand Direct Mail Piece

Contact Information:
Available via the Shell Source website (www.ShellSource.com), located under ‘Marketing/Incentive’, ‘Local Store Marketing’ or via www.shellsourcedirect.com

Local Store Marketing
555 N. Woodlawn, Suite 300
Wichita, KS 67208
316-689-8555 ext. 0
Advertising and Point-of-Purchase

Online Marketing

Every day consumers are gazing into their computer monitors searching “online” for the products and services offered at retail sites. To capitalize on the internet’s growing popularity with consumers, it is important to rely on more than just the traditional media (radio, television, billboard). Wholesalers and retailers want to tap into the power of the world wide web to convert online traffic to retail site traffic. To help our wholesalers and retailers do this, we have developed LocalShell.com to communicate with online consumers. Consumers visiting the Shell Retail presence on the web (www.localshell.com) will receive retail site maps through the online retail site search engine, Shell Station Finder.

Consumer Website: www.localshell.com
Customer Value Proposition (CVP)

The consistent delivery of the Shell Customer Value Proposition (CVP) remains a strategic priority. Delivery of the critical CVP site elements assists to ensure that the best retail experience possible continues to be offered at Shell branded retail sites . . . truly differentiating the Shell brand and increasing consumer satisfaction/brand loyalty – which then improves overall business performance. Trained consumer “mystery shoppers” will visit Shell wholesale branded sites two times throughout the year to perform an objective evaluation of the core CVP site elements. Currently, the Shell Account Managers shop the Shell direct retail sites quarterly, however, this process may change slightly as we move forward.

An example of some of the CVP site elements include:

- Site is clean, landscaped and well lit; easy to enter, maneuver and exit. All equipment is working — pumps deliver 7 gallons per minute. Towels, squeegees and washing solution available at each island.
- Air and water are available and free for customers.
- All products are in stock, in date and clearly priced.
- Consumers are greeted, thanked and served efficiently by uniformed attendant. Restrooms are clean and well stocked.

The CVP Program includes an incentive program connected to the evaluation of the CVP scores in addition to other areas.

For more detailed information on the CVP Program, visit the website at www.shellsource.com, click on ‘Marketing & Incentives,’ then ‘Brand Standard & Retail Execution,’ then ‘CVP Program Information.’

The CVP Reference Guide is intended to be used as a tool to assist the Mystery Shopper and Shell Account Manager in performing their CVP site evaluations. The guide includes detailed information and photos on what is considered compliant and what is considered non-compliant for the Mystery Shopper or the Shell Account Manager. The reference guide is also a tool to help the Shell Wholesaler and Retailer meet the required CVP standards as defined in the CVP Evaluation Form and this guide.

Make the difference real for every consumer at every site, every day.
Shell Branded Credit Cards

- Over 12 million consumers have a Shell branded credit card in their wallet.
- Shell branded cardholders purchase at least 2 times more gallons per month than other credit card consumers.
- Shell Cards represent 20% industry market share in the US and is the largest branded card account base in the oil industry, as reported by The Nilson Report, September 2005.
- There are no credit card processing fees on authorized Shell branded consumer credit cards.

Shell branded credit cards make the difference real by increasing loyalty and decreasing costs. Below, we have outlined 5 keys to successfully grow, and show how Shell branded credit cards really do help make the difference real to the business and to the bottom line. Specific program information and upcoming promotions are also featured. If you have any questions regarding the content below or regarding Shell branded credit cards, please contact the Shell Account Manager or utilize the following contact information as appropriate.

Five Keys to Success with the Shell Branded Credit Cards

**Key #1 — Execution**

One of the first keys to success is the proper execution of credit card marketing programs at the Shell station(s). This includes the proper placement and posting of all Shell point-of-purchase material including credit card applications. Getting this right will ensure the effective communication of credit card programs to consumers every day.

- **Proper display of all promotional signage**
  - Utilize the planogram as a guide (planograms are included in signage shipment materials). A sample planogram is pictured on page 15.

- **Maintain application holders at the pump**
  - If the holders are missing or need replacement, call Pointsmith (800-762-5213) to reorder; additional pieces are free.
  - Before affixing new application holders at the pump, clean the pump surface to remove adhesive and dirt. This will ensure the holder does not come off.
  - Check the holders each morning to ensure they are always filled with clean and fresh applications.
  - Routinely clean the application holders with a soft cloth and water. Do not use chemical cleaners and window cleaners as they may cloud the clear holders.
  - Replacement lids are also available for reorder from Pointsmith (800-762-5213).

- **Maintain application holder inside the C-store**
  - Place near the register, in clear view and within consumers reach.
  - Call Pointsmith (800-762-5213) for application reorders (applications are included in the Start Up Kit — see pages 12-13).
Key #2 — Training

The second key to success is training and the proactive selling of the Shell branded credit cards to every single consumer who visits the Shell station(s). Proper training helps employees communicate with consumers inside while they pay for their purchases, and outside at the pump while they are fueling. Shell branded credit cards can help drive repeat sales and can help convert consumers to the branded cards so as to ensure their long term loyalty to the station.

- Have all employees complete the free comprehensive online credit card training available at www.wegofurther.com
  - Become a credit card expert.
  - Learn how to sell branded cards to consumers.
- Have employees communicate with every consumer, every day
  - “Would you like to put that on your Shell card?”
  - If they don’t have one: offer a promotional brochure or application.
  - If there is time, tell them about the current credit card promotion (if available).

Key #3 — Local Store Marketing

The third key to success is the utilization of Local Store Marketing (LSM). This program is outlined in detail on page 18. LSM includes a website that provides tools to communicate with existing consumers and new consumer prospects in the trade areas. The program includes direct mail programs, greeter programs, reporting of the credit card applications being generated by the site, and tools to understand buying habits and preferences of the consumers.

LSM allows the distribution of direct mail to drive consumers who live around the Shell location(s) to the store with a variety of coupon offers and communications.
Key #4 — Advertisements and Signage

The fourth key to success is utilizing the pre-approved advertisements included in the Co-op Advertising & Development Program to help drive new consumers to Shell sites. Pre-approved advertisements supporting the Shell family of cards are available all year long with special versions created to support each national promotion. The Co-op Advertising and Development Program is outlined in detail on page 17.

- All costs are available for reimbursement up to 50% (pending fund availability) as part of the Co-op Program
- Templates for radio, magazine, newspaper and billboard advertisements are available to customize by location
  - Visit www.shellsource.com for examples and details.
- Contact JWT to order TV, radio and outdoor materials and to order film for 4-color magazine ads or black and white newspaper ads
  - JWT, 1415 Louisiana Street, Houston, TX 77002-7370; Phone: 713-655-3525; Fax: 713-759-0034; Email: houadmaterials@jwt.teamdetroit.com.
- Reimbursements are handled by Shared Marketing Services
  - Forms are available through www.shellsource.com under “Available Advertising and Co-op.”
  - Shared Marketing Services, P.O. Box 812480, Chicago, IL 60681-2480; Phone: 800-937-2667; Fax: 800-617-8208; Email: Shell@sharedmarketing.com.
- Any local advertisements wholesalers and retailers create must be routed and approved by Shell
  - Fax or email ad along with a Request for Prior Approval Form to Shared Marketing Services.
  - Please allow a minimum of 10 business days for approvals.

Shell MasterCard
Flexible Rebate Signage

2005 consumer research reported that the Shell MasterCard flexible rebate signage improved consumer price perception, increased Shell MasterCard application volume and consumers’ intent to purchase at Shell. Primary ID sign, pole sign and supporting window signs are available as part of the Power Signs Program. Contact Pointsmith (800-762-5213) to order today.
Key #5 — Fleet ToolBox

The fifth key to success is a new comprehensive Fleet ToolBox that can help grow the commercial consumer base. The commercial market is a 48 billion gallon per year opportunity as reported by a 2005 Havill research study, and 21 billion of those gallons are purchased with a credit card. Over the next two years, 43% of businesses are planning to increase vehicles in fleet and 70% of businesses are local where local relationships are a must.

Shell branded commercial accounts purchase Shell gasoline more than 15 times a month (on the average) and purchase over 250 total gallons per month. By increasing the number of commercial consumers coming in to the site, this should positively impact monthly gasoline volume and store sales from this consumer segment.

- Fleet ToolBox
  - Complete package to sell Shell Fleet Cards to consumers.
  - Includes program overview, online account management, discounts and consumer benefit details.

- FleetLeads program
  - Selling tips and techniques.
  - New Database with leads at zip code level.

Fleet Management that Works for You!

The Shell Fleet and Fleet Plus Cards provide commercial customers with valuable tools to manage their business fueling expenses. From fuel discounts to management of commercial accounts online, the Shell Fleet Cards give consumers a one-stop shop approach to managing their business.

By converting commercial consumers over to Shell branded Fleet Cards, this ensures drivers return to the Shell site(s) and to Shell for all their fuel and automotive needs. Plus, National Petroleum News has reported that commercial consumers are also the most attractive convenience store purchasers, purchasing some $2 more than a non-fleet consumer.

- Shell Fleet Cardholders can save up to 3% on Shell gasoline.
- Shell Fleet cards have a competitive credit card processing fee of 1%, used towards the cardholder’s rebate.
- Can restrict purchases to a single station while still providing all the benefits and discounts.
- To learn more about the Shell Fleet Program, visit www.shellcreditcard.com.
Shell Card - New Card Design!

There are over 12 million consumers in the United States that carry a Shell branded credit card in their wallet. The Shell Card represents the majority of those cards and is an incredibly important way to drive customers to the Shell station(s) every month.

A Shell Cardholder buys 2 times more from Shell than other cardholders. That means approximately 30 additional gallons a month — not to mention other products a Shell Card cardholder might buy when visiting Shell.

Every time a consumer opens their wallet, they are reminded of Shell and the Shell site. There are also no credit card processing fees associated with the Shell Card. The card helps increase loyalty and decrease operating costs with every new cardholder.

Shell Platinum MasterCard®

The Shell Platinum MasterCard provides consumers with a way to earn Shell gasoline rebates with every purchase they make on the card. The card boasts an industry-leading rebate offer of 5% rebates on Shell gasoline purchases, that’s 13¢/gal at $2.75 price per gallon, and 1% rebates on purchases everywhere else. And there’s no cap on the amount of rebates cardholders can earn, unlike other cards.

A Shell Platinum MasterCard cardholder purchases almost 3 times more from Shell than other credit card consumers. That means approximately 50 additional gallons a month — in addition to other products the cardholder might buy while visiting Shell.

The Shell Platinum MasterCard can help lower consumer price perception, can help drive traffic to the Shell site with cardholders taking advantage of the rebate program, and is more competitive than other non-branded gasoline outlets.

The Shell Gift Card Program

The Shell Gift Card can offer pay-at-the-pump convenience for cash consumers and is a great tool to encourage new consumers to try Shell quality gasoline, driving incremental business to Shell. The Shell Gift Card makes a great gift for students, relatives, teachers and friends, and it continues to gain in popularity across all retail formats. A Shell Gift Card Introductory Pack is included in the Start Up Kit (see page 12). For additional information/orders, please call 1-800-300-8113.

Shell Retail Gift Card Program details:

- To order the Shell Gift Card, visit www.shellgiftcard.com
- Orders are shipped in packaged kits of predetermined quantities
- Denominations are $25, $50 and $100
- Cards are sent inactive and are EPOS activated when purchased by consumers
- Ground delivery is provided free of charge
- Shell reimburses wholesalers/retailers for cards at time of settlement, minus the 3% discount (3% discount not applicable for Multi-Site Operators [MSO])
- No processing fees for redemptions
New “Refillable” Gift Card

- Pay at the pump convenience with the flexibility to reload online or by phone
- Refill values $25 - $300 total card value
- Value available immediately following refill
- Consumers can purchase and refill cards by visiting www.shell.com/us/shellrefillablecard

Shell Branded Cards Reference Guide

General Inquiries
Shell Retail Solutions Center     1-866-Hi-Shell (1-866-447-4355)
Shell Motoring Public Customer Service    1-888-Go-Shell (1-888-467-4355)
Shell Source Web Site       www.ShellSource.com
Shell Source Help Desk       1-877-414-0149

Shell Branded Cards
Shell Consumer and Fleet Card Authorization    1-800-331-3701
Shell Consumer Lost Stolen     1-800-331-3703
Shell Fleet Card Lost Stolen     1-800-377-5150
Shell Consumer and Fleet Card Chargebacks     1-877-347-4959
Shell Consumer Card Customer Service     1-800-331-3703
Shell Fleet Card Customer Service     1-800-377-5150
Shell Prepaid Gift Cards (Questions and Customer Inquiries)     1-800-300-8113
Shell MasterCard Authorization     1-800-207-7632
Shell MasterCard Chargebacks     1-800-933-6415
Shell MasterCard Customer Service and Lost Stolen Cards     1-866-743-5562
Shell Canada Card (If over $32 US, call and process D16)     1-800-661-2278

Credit Card Reimbursement
Shell Jobber/Dealer Help Desk (settlement inquiries)     1-800-468-8572
Paper Processing/Reconstruction/Sales Not Captured     1-877-877-9097
EFT Settlement – SOP US     1-800-825-8660
EFT Settlement – Motiva     1-800-825-7335
EFT Settlement – SOP US Lubricants     1-800-782-7852

Jobber/Dealer Supplies
POP Signage     1-800-762-5213
Shell Branded Card Applications     1-800-762-5213
Card Door and Pump Decals     1-800-950-4923
Shell EPOS and Imprinter Forms     1-800-688-9528

EPOS Vendor Help Desks
Verifone Ruby     1-800-519-7225
Gilbarco G-site     1-800-800-7498
DataCard 780     1-800-347-2426
Tokheim MSI     1-800-767-1008
Verifone Omni 3300     1-800-347-2426
Wayne Nucleus     1-800-289-2963
Training

Well-trained and knowledgeable employees are more professional, understand their jobs better and can provide efficient, exceptional customer service that helps generate repeat business. Such employees can be essential in differentiating the Shell brand in the mind of the consumer by making the difference real at every site, every day.

Shell has developed training programs for wholesalers, retailers and key staff members. Some of these training programs are provided at no cost, and others may be purchased.

SHELL TEAM TRAINING

Management Development Program (MDP)

Shell Team Training has developed and makes available for purchase Workshops, Computer-Based Training Programs, Video-Based Training and Computer Learning Simulations available either as a package (MDP) or in individual modules to enhance existing programs.

- Customer Service
- Loss Prevention
- Personnel Selection
- Team Building
- Merchandising
- Shell V-Power
- Economics of Diversity
- Training, Coaching & Motivation
- Time Management
- Coaching for Wholesalers/Retailers
- Train the Trainer
- Customer Value Proposition

More information on Shell Team Training is available via Shell Source website (www.shellsource.com), click on ‘STARZ’ in the left column and then ‘Training & Learning’ in left column. Click on ‘Shell Team Training’.

Retailer Induction Program

The Shell Retail Academy offers this program for operators new to Shell and/or the industry. The three week course informs participants about gasoline including Shell V-Power, c-store and service bay operations, management skills, and provides them with the critical knowledge and tools necessary to successfully operate a Shell retail facility.

This highly interactive course covers the key components that have a direct impact on financial performance strategies to help achieve business objectives. Contact us @ 800-42-TRAIN

Additional Training Options

Shell has also worked with companies like Maritz and LJT Management Services Inc. to provide additional training options.

- Maritz provides free online training modules relevant to the Shell Customer Value Proposition (CVP) Program as well as on other topics such as gasoline product knowledge, basic customer service steps, Shell branded credit cards and quarterly fuels and credit card promotions. More information on the training modules is available via Shell Source website (www.shellsource.com), click on ‘Marketing & Incentives’ / ‘Go Further Program’ (CVP Scores) (under Brand Standards and Retail Execution), click on ‘Training’.
- LJT Management offers cashier training classes. More information on the training provided by LJT is available via Shell Source website (www.shellsource.com), click on ‘STARZ’ in the left column and then ‘Training & Learning’. Click on ‘LJT Management Services’.
Checklists

Shell has created user-friendly checklists on the next few pages to keep wholesalers and retailers on track during the conversion. Copies of the checklist are available electronically in a printable format on the Shell Source website (under “Marketing & Incentive,” then under “Wholesale or Retail Development” [depending on class of trade], select “Brand Conversion,” then select “Checklists”). For questions on how to access Shell Source, please see the Shell Source section – page 4.

The following are some recommended activities contained in the Checklists that wholesalers and retailers will need to coordinate with the Shell Account Manager:

- Update Store Profiles (see page 6 – Step 2)
- Order Point-of-Purchase (POP) (see Marketing Programs Checklist in this section – page 31)
- Obtain Material Safety Data Sheets (MSDS) (see page 9)
## Credit Card Checklist

<table>
<thead>
<tr>
<th>Program</th>
<th>✓</th>
<th>Contact Name</th>
<th>Phone</th>
<th>$</th>
<th>Co-op</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start Up Kit</td>
<td></td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Shell</td>
<td>n/a</td>
<td>Shell Account Manager must call Pointsmith to request shipping.</td>
</tr>
<tr>
<td>Shell Personal Card, Fleet and MasterCard Credit Card Applications</td>
<td></td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Shell</td>
<td>n/a</td>
<td>Shell branded credit card applications will be included in the Start Up Kit. Contact Pointsmtih for additional quantities as needed.</td>
</tr>
<tr>
<td>Credit Card Holders (Inside Counter and Pump L-Bent)</td>
<td></td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Shell</td>
<td>n/a</td>
<td>Contact Pointsmtih to order additional displays.</td>
</tr>
<tr>
<td>Manual Imprinter Plate</td>
<td></td>
<td>Contract Services</td>
<td>281-874-3917</td>
<td>Shell</td>
<td>n/a</td>
<td>No new imprinter plate will be issued. Dealer number will not change. Contact Contract Services with any questions.</td>
</tr>
<tr>
<td>Electronic Point of Sale (EPOS) Help Desk</td>
<td></td>
<td>Shell Help Desk</td>
<td>Verifone 800-519-7225 Gilbarco 800-800-7498 Tokheim MSI 800-767-1008</td>
<td>Shell</td>
<td>n/a</td>
<td>Contact the Shell EPOS Vendor Help Desk if you encounter any problems trying to activate the Electronic Point of Sale (EPOS) system. For data card, contact the Buy Pass Help Desk at 800-347-2426.</td>
</tr>
<tr>
<td>D-16 Manual Imprinter Form (formerly S-199D)</td>
<td></td>
<td>Merchant Supplies</td>
<td>800-688-9528</td>
<td>Shell</td>
<td>n/a</td>
<td>D-16 Forms will be included in the Start Up Kit. Contact Merchant Supplies to order additional quantities.</td>
</tr>
<tr>
<td>D-13 Summary form for D-16’s (D-13: formerly S-98)</td>
<td></td>
<td>Merchant Supplies</td>
<td>800-688-9528</td>
<td>Shell</td>
<td>n/a</td>
<td>D-13 Forms will be included in the Start Up Kit. Contact Merchant Supplies to order additional quantities.</td>
</tr>
<tr>
<td>E-61 Envelope for D-16 and D-13 (E-61: formerly 29R)</td>
<td></td>
<td>Merchant Supplies</td>
<td>800-688-9528</td>
<td>Shell</td>
<td>n/a</td>
<td>E-61 Envelopes will be included in the Start Up Kit. Contact Merchant Supplies to order additional quantities.</td>
</tr>
<tr>
<td>Shell Branded Receipt Tape</td>
<td></td>
<td>General Credit Forms, Inc.</td>
<td>800-688-9528</td>
<td>Shell</td>
<td>n/a</td>
<td>Ordering information for Shell Branded Receipt Tape will be included in the Start Up Kit. Contact General Credit Forms, Inc. to order additional quantities.</td>
</tr>
<tr>
<td>Credit Card Sales Guide &amp; Quick Reference Guide</td>
<td></td>
<td>Merchant Supplies</td>
<td>800-688-9528</td>
<td>Shell</td>
<td>n/a</td>
<td>A Shell Credit Card Sales Guide &amp; Quick Reference Guide will be included in the Start Up Kit. Contact Merchant Supplies to order additional quantities for both.</td>
</tr>
</tbody>
</table>
## Marketing Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Contact</th>
<th>Phone</th>
<th>$</th>
<th>Co-op</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepted Here POP Kit</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Shell</td>
<td>n/a</td>
<td>Accepted Here POP to be displayed during construction or conversion phase. Accepted Here POP will be shipped automatically to arrive 5 days before your conversion start date (see p. 14).</td>
</tr>
<tr>
<td>Current Quarter POP</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Shell</td>
<td>n/a</td>
<td>Current Quarter Message to be displayed after construction is complete. This may be a Credit Card or fuel message. Current Quarter POP will be shipped separately (see p. 15).</td>
</tr>
<tr>
<td>POP Hardware</td>
<td>Chicago Display</td>
<td>708-681-4340</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Retail: Pump Topper hardware should be replaced during the conversion. Wholesale: Contact Chicago Display or Pointsmith (to order pump topper hardware).</td>
</tr>
<tr>
<td></td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Store Profiles</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Complete Store Profiles and verify the following: station phone number, shipping address, site conversion start date, type and number of POP signage allowed at the service station (see p. 6-8).</td>
</tr>
<tr>
<td>Welcome to Shell “Honor All”</td>
<td>Jennifer Scott</td>
<td>281-874-7713</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>A “Welcome To Shell” Honor All Credit Card Program is available.</td>
</tr>
<tr>
<td>Credit Cards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Point-of-Purchase</td>
<td>Pointsmith</td>
<td>(800) 762-5213</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Contact Pointsmith for POP Customizer Program, Instock library, and Custom Message Program.</td>
</tr>
<tr>
<td>Power Signs</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Contact Pointsmith to order supplemental Shell POP (Food Mart, Auto Services, Open 24 Hours, Gift Card, etc.).</td>
</tr>
<tr>
<td>Shell Flags</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Contact Pointsmith to order Shell RVI (Retail Visual Identity) flags.</td>
</tr>
<tr>
<td>Car Wash POP</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Contact Pointsmith to order car wash POP.</td>
</tr>
<tr>
<td>Grand Opening POP Kit</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Flags, balloons, lollipops, pennant strings, and other POP (see p. 16).</td>
</tr>
</tbody>
</table>
### Marketing Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Contact Name</th>
<th>Phone</th>
<th>$</th>
<th>Co-op</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell Training</td>
<td>Shell Oil Products</td>
<td>(800) 428-7246 ext. 7</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Contact Shell Team Training to request Computer-Based Training, Video Based Training, Simulations, or Facilitator Led Training.</td>
</tr>
<tr>
<td>Cashier/Manager Training</td>
<td>LJT Vendor Mgmt</td>
<td>(800) 535-0349</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Contact LJT to schedule classroom facilitated cashier training.</td>
</tr>
<tr>
<td>Customer Value Proposition</td>
<td>Maritz Research, Bob Smith</td>
<td>(636) 827-3924</td>
<td>n/a</td>
<td></td>
<td>“Mystery shop” program to measure CVP compliance</td>
</tr>
<tr>
<td>Uniforms and Name Tags</td>
<td>Lion Uniform Group</td>
<td>(800) 543-9698</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Contact Lion Apparel for approved Shell uniforms and name tags. A catalog is included in the Start Up Kit.</td>
</tr>
<tr>
<td>Co-op Program Administration</td>
<td>Shared Marketing Services</td>
<td>(800) 937-2667</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Contact SMS to answer any questions regarding co-op guidelines, prior approvals, claims and required documentation.</td>
</tr>
<tr>
<td>Co-op Brochure</td>
<td>Pointsmith</td>
<td>800-762-5213</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Not applicable MSO/CORO sites.</td>
</tr>
<tr>
<td>Shell Source</td>
<td>Contact Shell Source Help Desk at 1-866-HI-SHELL or email <a href="mailto:ssc@shell.com">ssc@shell.com</a></td>
<td>Shell</td>
<td>n/a</td>
<td>Contact the Help Desk with any questions regarding Shell Source.</td>
<td></td>
</tr>
<tr>
<td>Co-op Advertising</td>
<td>JWT</td>
<td>713-655-3525</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Contact JWT for co-op advertising materials such as radio scripts, TV, print ads, billboards, etc.</td>
</tr>
</tbody>
</table>
## C-Store Merchandise

<table>
<thead>
<tr>
<th>Program</th>
<th>Contact Name</th>
<th>Phone</th>
<th>$</th>
<th>Co-op</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soda Fountain Cups</td>
<td>Berry Plastics, Dart, Solo</td>
<td>Go to STARZ at <a href="http://www.shellsource.com">www.shellsource.com</a> for contact information</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former branded fountain cups. Advise grocery supplier to contact Berry Plastics to order Shell branded fountain cups.</td>
</tr>
<tr>
<td>Soda Fountain Graphics</td>
<td>Local Contractor</td>
<td></td>
<td>Whls</td>
<td>n/a</td>
<td>If the fountain machine includes former branded graphics, instruct contractor to replace soda fountain graphics during conversion.</td>
</tr>
<tr>
<td>Coffee Cups</td>
<td>Insulair, Dart or Solo Cups</td>
<td>Go to STARZ at <a href="http://www.shellsource.com">www.shellsource.com</a> for contact information</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former branded coffee cups. Advise grocery supplier to contact Insulair to order Shell branded coffee cups.</td>
</tr>
<tr>
<td>Travel Mugs</td>
<td>Thermo-Serv Ltd.</td>
<td>Go to STARZ at <a href="http://www.shellsource.com">www.shellsource.com</a> for contact information</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former branded travel mugs – Contact local supplier to order Shell branded travel mugs.</td>
</tr>
<tr>
<td>Styrofoam Coolers</td>
<td>Local Supplier</td>
<td></td>
<td>Whls</td>
<td>n/a</td>
<td>Remove all former branded styrofoam coolers – Contact local supplier to order Shell branded styrofoam coolers.</td>
</tr>
<tr>
<td>Portable Ice-Down Cooler Display</td>
<td>Local Supplier</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>If the ice-down cooler has former branded graphics, remove and contact local supplier to order a generic non-branded cooler.</td>
</tr>
<tr>
<td>Plastic Bags</td>
<td>Hilex Poly</td>
<td>Go to STARZ at <a href="http://www.shellsource.com">www.shellsource.com</a> for contact information</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former branded plastic bags and contact local supplier to order generic non-branded bags.</td>
</tr>
<tr>
<td>Ice Bags</td>
<td>Local Supplier</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former branded ice bags and contact local supplier to order generic non-branded bags.</td>
</tr>
<tr>
<td>Napkins</td>
<td>Local Supplier</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former branded napkins and contact local supplier to order generic non-branded napkins.</td>
</tr>
<tr>
<td>Floor Mats</td>
<td>Local Supplier</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former branded floor mats and contact local supplier to order generic non-branded floor mats.</td>
</tr>
</tbody>
</table>
## Miscellaneous Items

<table>
<thead>
<tr>
<th>Program</th>
<th>Contact Name</th>
<th>Phone</th>
<th>$</th>
<th>Co-op</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air / Water Tower &amp; Vacuums</td>
<td>Mountain Products</td>
<td>800-950-4923</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former graphics from air / water tower and vacuum machines and replace with appropriate decals.</td>
</tr>
<tr>
<td>Car Wash Equipment</td>
<td>Local Supplier</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all former graphics from the car wash equipment and replace with a generic non-branded panel.</td>
</tr>
<tr>
<td>Fire Extinguisher Inspection Tags</td>
<td>Local Service Company</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Contact local service company and replace former inspection tags with Shell inspection tags.</td>
</tr>
<tr>
<td>Highway Signs (Interstate Signs)</td>
<td>Interstate Logos</td>
<td>800-468-7805</td>
<td>Retail Whls</td>
<td>Yes</td>
<td>Update and change former brand to Shell. Contact local city or state officials to replace highway signs. Approved templates on Shell Source.</td>
</tr>
<tr>
<td>Yellow Page Advertising</td>
<td>Local Contact</td>
<td></td>
<td>Retail Whls</td>
<td>Yes</td>
<td>If you have former advertisements in the yellow pages, contact local supplier and have them changed to Shell (can only change once a year). Advertisement must contain the Shell Pecten for co-op reimbursement.</td>
</tr>
<tr>
<td>MSDS (Material Safety Data Sheets)</td>
<td>Visit Shell Source Website</td>
<td>Shell Source Website (<a href="http://www.shellsource.com">www.shellsource.com</a>) MSDS Fax Back 877-276-7285</td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Obtain MSDS for each hazardous chemical that is in the work place. (See page 27 for additional details.)</td>
</tr>
<tr>
<td>Pay Phones</td>
<td>Local Supplier</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Contact local supplier and notify them to remove all former branded graphics from the pay phones – replace with generic non-branded panels.</td>
</tr>
<tr>
<td>Tanker Truck Decals/Shell Logo Decals</td>
<td>SGI</td>
<td>713-744-4113</td>
<td>Whls</td>
<td>Yes</td>
<td>Contact SGI Graphics if you are interested in having Shell RVI decals installed on your delivery trucks.</td>
</tr>
<tr>
<td>Business Name Change (all DBAs)</td>
<td>Local, state and government agency</td>
<td></td>
<td>Retail Whls</td>
<td>n/a</td>
<td>Remove all reference to other brands in name of your business and any DBA for any of your business entities. Do not include ‘Shell’ in your new business name.</td>
</tr>
</tbody>
</table>
Shell is committed to making the conversion process a success! It takes a team of people, working together and making the difference real, to bring the pieces of the entire conversion program together. During the conversion process and beyond, we encourage wholesalers and retailers to work closely with the Account Manager to ensure a seamless transition to the Shell brand!

In this section, we have included some important contact numbers to provide a “yellow pages” reference to some of the common needs and questions concerning a new Shell branded retail site.

<table>
<thead>
<tr>
<th>Company Name / Phone</th>
<th>Items Supplied</th>
<th>Address / Fax / E-mail</th>
</tr>
</thead>
</table>
| **Ameron International**  
Inside Sales - Susan Groves  
800-411-2451  
Account Manager - Manny Nerios  
Office: 713-672-8140 x 113  
Cell: 713-828-9382 | • Retail Visual Identity (RVI) Paint | 5900 Clinton Drive  
Houston, TX 77020  
Fax: 501-455-5791  
Email: gulfgroup@ameron.com; mnerios@ameroncoatings.net; jweaver@ameroncoatings.net |
| **BDI (Business Designs Inc.)**  
515-986-9111 x3 | • Car Wash Instructions (Entrance)  
• Car Wash Menus | 11121 N.W. 54th Ave. Suite D  
Grimes, IA 50111  
Fax: 515-986-9073  
Email: bditeri@netins.net |
| **Classic Industries LP**  
888-211-4602  
972 564-2192  
Neal Fondren (Cell) 214-415-1464  
www.classicusa.com | • Fascia Material (Lazy S, Lazy S Corners, Lazy S Logotype, Flat Fascia, etc.)  
• Authorized supplier of all ACM | 13020 FM 1641  
Forney, TX 75126  
Fax: 972-564-2190  
Email: neal.fondren@classicusa.com |
| **Couch Philippi**  
800-854-3360 (outside CA)  
714-484-4215 (inside CA)  
Leif Olson | • Shell RVI Air / Water / Vacuum Directional and Information Signs  
• Product Price Signs  
• ADA Restroom Signs  
• Car Wash Signs  
• Health & Safety Signs | P.O. Box A  
10680 Fern Ave (90680)  
Stanton, CA 90680-2600  
Fax: 714-827-2077  
Email: leifo@couchandphilippi.com |
| **DCI Marketing**  
800-782-7273  
469-384-9211  
Office (Frisco, TX) 469-384-3211  
John Zdero (Cell) 214-477-2900  
Billy Ewing | • Island Convenience Centers (Waste/Trash Containers, Ash Tray Inserts, Windshield Washing Equipment, Oil Merchandisers, etc.) | P.O. Box 504010  
2727 West Good Hope Road (53209)  
Milwaukee, WI 53202-3410  
Fax: 800-443-7489  
Fax: 414-228-3407  
Fax: 469-384-3236 (Frisco, Texas)  
Email: cpservice@dcm.com; John.Zdero@dcim.com; Billy.Ewing@dcim.com |
| **Dualite Sales & Service, Inc.**  
972-293-7446  
Joe Jennings  
Cell: 214-755-9326 | • Signs - High Rise and Custom Primary ID  
• Car Wash Directional Arrow | 1586 High Meadows Way  
Cedar Hills, TX 75104  
Fax: 972-293-7462  
Email: joejennings@dualite.com |
| **Durastone Corporation**  
Eric Wilhite  
931-845-4154 | • Exterior Wall Panels (Note: No SAP Contract)  
• RVI White Flat and Round Column Wraps  
• RVI White Composite Matrix and Alpolic ACM Wall Panels  
• RVI Gray Wainscot | 302 Jackson Drive  
St. Joseph, TN 38481  
Fax: 931-845-4152 |
| **Everbrite, LLC**  
414-529-3500  
Jeff Gatzow, Account Manager  
414-529-7148 | • 9” Channel letters (LED) -  
• Car Wash  
• Exit  
• Enter  
• Service Center  
• Food Mart | 4949 South 110th Street  
Greenfield, WI 53220  
Fax: 414-529-7191  
Email: sales@everbrite.com or jgatzow@everbrite.com |
| **Business Designs, Inc.**  
Mike Minear  
515-986-9111 | • RVI Directional Signage  
• Custom Car Wash Signage | 11121 N.W. 54th Street, Suite D  
Grimes, IA 50111  
Fax: 515-986-9073  
Email: mike@bdisigns.com or sales@bdisigns.com |
<table>
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<tr>
<th>Company Name / Phone</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Chicago Display</td>
<td>POP Hardware</td>
<td>1999 North Ruby</td>
</tr>
<tr>
<td>800-681-4340</td>
<td></td>
<td>Melrose Park, IL 60160-1109</td>
</tr>
<tr>
<td>Funk Forging Company</td>
<td>Sign Poles</td>
<td>1633 Fifth Avenue</td>
</tr>
<tr>
<td>Pat or Vicky Linko</td>
<td>(Primary ID Poles for Family of Signs)</td>
<td>Chicago, IL 60411-3797</td>
</tr>
<tr>
<td>800 541-1358</td>
<td></td>
<td>Fax: 708-758-6629</td>
</tr>
<tr>
<td>Shell HSE Representative</td>
<td>Health, Safety and Environment</td>
<td>P.O. Box 66338 (70896)</td>
</tr>
<tr>
<td>(Contact your Local Representative)</td>
<td></td>
<td>5551 Corporate Boulevard, Ste 2H (70808)</td>
</tr>
<tr>
<td></td>
<td>Air Quality</td>
<td>Baton Rouge, LA 70808</td>
</tr>
<tr>
<td></td>
<td>State Calibration</td>
<td>Fax: 225-928-3330</td>
</tr>
<tr>
<td></td>
<td>Octane Stickers</td>
<td>Email: <a href="mailto:jmayeux@interstatelogos.com">jmayeux@interstatelogos.com</a></td>
</tr>
<tr>
<td></td>
<td>Tank Lid Color Chart</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fuel Tank Decal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emergency Pump Shut-Off</td>
<td></td>
</tr>
<tr>
<td></td>
<td>All Health &amp; Safety Signage</td>
<td></td>
</tr>
<tr>
<td></td>
<td>All OSHA Required Signage</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nozzle Clips</td>
<td></td>
</tr>
<tr>
<td>Interstate Logos, LLC</td>
<td>Highway / Interstate Signs</td>
<td>P.O. Box 13576</td>
</tr>
<tr>
<td>800-468-7805</td>
<td></td>
<td>6450 Poe Avenue</td>
</tr>
<tr>
<td><a href="http://www.interstatelogos.com">www.interstatelogos.com</a></td>
<td></td>
<td>Dayton, OH 45413-1270</td>
</tr>
<tr>
<td>Jackie or Juanita</td>
<td></td>
<td>Fax: 800-424-2086</td>
</tr>
<tr>
<td>Lion Uniform Group</td>
<td>Uniforms (Sales Associate, Manager)</td>
<td></td>
</tr>
<tr>
<td>800-543-9698</td>
<td>Name Tags</td>
<td>P.O. Box 13576</td>
</tr>
<tr>
<td>LSI Industries / Lighting</td>
<td>Car Wash Lighting</td>
<td>10000 Alliance Road</td>
</tr>
<tr>
<td>Andy Strickland or Tina Newman (800) 436-7800 x 3410</td>
<td>Lighting (Scottsdale Flat Lens Fixture)</td>
<td>Cincinnati, OH 45242</td>
</tr>
<tr>
<td></td>
<td>Yard Lights and Poles</td>
<td>Fax: 513-984-1335</td>
</tr>
<tr>
<td></td>
<td>Interior Lighting</td>
<td>Email: <a href="mailto:andy.strickland@lsi-industries.com">andy.strickland@lsi-industries.com</a></td>
</tr>
<tr>
<td>LSI - Image Group</td>
<td>Dispenser Door and Side Panels</td>
<td>14902 Sommerrmeyer, Suite 120</td>
</tr>
<tr>
<td>Kim Hernandez</td>
<td>Truck / Tanker RVI Graphics</td>
<td>Houston, TX 77041</td>
</tr>
<tr>
<td>800-435-1744</td>
<td>Metal Dispenser Valences</td>
<td>Fax: 713-744-5574</td>
</tr>
<tr>
<td>713-744-4100 / 713-329-4026</td>
<td></td>
<td>Email: <a href="mailto:hernandez@lsi-industries.com">hernandez@lsi-industries.com</a></td>
</tr>
<tr>
<td>MDI</td>
<td>Canopy Pole Cladding / Column Wrap</td>
<td>38271 W. Twelve Mile Road</td>
</tr>
<tr>
<td>800-228-8925</td>
<td></td>
<td>Fax: 248-488-5700</td>
</tr>
<tr>
<td>800-634-8471</td>
<td></td>
<td>Email: <a href="mailto:popsales@mdiwoldwide.com">popsales@mdiwoldwide.com</a></td>
</tr>
<tr>
<td>Debbie Hoskins</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gary Rigby</td>
<td></td>
<td></td>
</tr>
<tr>
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</tr>
</tbody>
</table>
| Mountain Commercial Graphics  
Delynn McKown or Pat Blair  
800-967-3986  
713-996-6622  
www.mountain-cg.com | • ADA Health & Safety  
• Building Fascia Decals (Credit Card, Security)  
• Canopy Decals  
• Car Wash Decals  
• Dispenser Decals (Generic: Gilbarco, Tokheim, Wayne, Dispenser Decals for California, Octane, Dispenser Valance)  
• Forecourt Decals  
• OSHA Decals  
• Regional Decals (California)  
• Miscellaneous Decals (Air & Water, Ice, Cover-up decals for Texaco branded elements)  
• Shell Retail Visual Identity (RVI)  
• Dispenser Product Identification  
• Dispenser Lower Door  
• Dispenser Valance  
• Gasoline Health & Safety Warning (Canopy Column)  
• Handicap Assistance (Canopy Column)  
• Retailer Identification (Window)  
• Front Door  
• Front Door Credit Cards Accepted Decals  
• Island Card Reader (ICR) Credit Cards Accepted  
• Building Graphics (Food Mart)  
• Building Graphics (Car Wash, etc.)  
• Canopy Clearance Decals  
• Air & Water On Unit Decals  
• Vacuum On Unit Decals  
• Restroom Cleaning Schedule | Mailing Address:  
P.O. Box 924647  
Houston, TX  77292-4647  
Physical Address:  
12922 Hempstead Road  
Houston, TX  77040  
Fax:  713-895-1360  
Email:  
delynnm@mountain-cg.com  
or  
pblair@mountain-cg.com |
| Pointsmit  
800-762-5213  
www.beyondpop.com | • Store Profile  
• Brand Standards Training Kit  
• Conversion Kit  
• Authorized Point-of-Purchase (POP) Program, Power Signs (Interior & Exterior)  
• “Honor All” Credit Card POP  
• Shell Flags  
• Restroom Key Tags  
• Credit Card Applications  
• Inside (Counter) Credit Card Application Holders and Pump L-Bent Credit Card Application Holders | 11811 Brittmoore Park Drive  
Houston, TX  77041  
Fax:  877-525-2722 |
| Pump Manufacturer  
Contact your Local Service Contractor | • ICR / CRIND Operation Instructions  
• Dispenser Operation Instructions  
• Tanker Graphics |  |
| RVI Design and Construction Manual CD | • Facility Design  
• Standards  
• Landscaping | Contact Jerry Wilt (jerry.wilt@shell.com)  
or  
Greg Morrison (gregory.morrison@shell.com) |
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</tr>
</thead>
<tbody>
<tr>
<td>ShopCo Dwight Aston</td>
<td>• Gondola Shelving  • Store Cabinets</td>
<td>7171 W. Sam Houston Parkway North Houston, TX 77040 Fax: 713-934-2929</td>
</tr>
<tr>
<td>Signstrut Limited</td>
<td>• Signs: Car Wash, Monument, System (5,6,8 feet), Shell Rapid Lube Illuminated Letters, Red Light Canopy Bar, Shell Logotype</td>
<td>6135 District Blvd. Maywood, CA 90270 Fax: 323-771-9342 Email: <a href="mailto:shell@signresource.net">shell@signresource.net</a> <a href="mailto:macosta@signresource.net">macosta@signresource.net</a></td>
</tr>
<tr>
<td>SOC Store</td>
<td>• Nozzle “Out of Service” Signs</td>
<td>P.O. Box 8940 Tyler, TX 75711-8940 Fax: 800-779-6497 or 903-939-3701</td>
</tr>
<tr>
<td>Sparkle Lighting Services, Inc.</td>
<td>• Shell Logotype (flat)  • 19-5/8” channel letter sets</td>
<td>7938 Wright Road Houston, TX 77041 Fax: 713-856-8087 Email: <a href="mailto:lpeel@sparklesign.com">lpeel@sparklesign.com</a></td>
</tr>
<tr>
<td>United Panel</td>
<td>• Exterior Wall Panels</td>
<td>P.O. Box 188 8 Wildon Drive Mt. Bethel, PA 18343 Fax: 610-588-0536 Email: <a href="mailto:lslattery@unitedpanel.com">lslattery@unitedpanel.com</a></td>
</tr>
<tr>
<td>Zimmerman Sign Co. (now Federal Heath Sign Co.)</td>
<td>• Signs (Shell to Shell conversions): ID, Monument, etc.</td>
<td>9846 Hwy. 31 East Tyler, TX 75705 Email: <a href="mailto:tbeaton@federalheath.com">tbeaton@federalheath.com</a> or <a href="mailto:nhill@federalheath.com">nhill@federalheath.com</a></td>
</tr>
</tbody>
</table>