

shell



3 Quality Fuels

5 Quality Fuels



ood Mart



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.

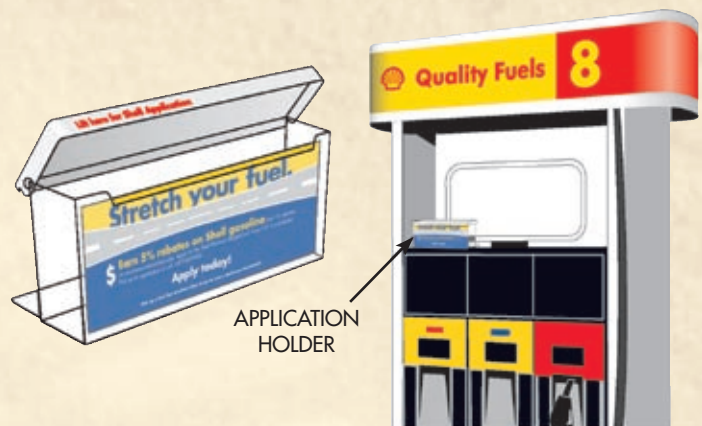


Shell branded credit cards make the difference real by increasing loyalty and decreasing costs. Below, we have outlined 5 keys to successfully grow, and show how Shell branded credit cards really do help make the difference real to the business and to the bottom line. Specific program information and 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.

SHELL BRANDED CREDIT CARDS

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.

APPLY NOW!
TRIPLE REBATES
on all purchases for your first 60 days

That's **35¢/gal** or \$2.35/gallon - a 15¢ rebate.
Plus a **3%** rebate on purchases over \$25.00.

Apply by January 15, 2008 and earn triple rebates on all purchases for your first 60 days when you open a new Shell MasterCard account. Earn 15¢ rebate on Shell gasoline and 3% rebate on purchases over \$25.00 on the card. Then, after your first 60 days, you'll earn 15¢ rebate on Shell gasoline and 1% rebate on purchases over \$25.00. All rebates are automatically credited to your payment method. Some Shell gasoline purchases made with your card. Subject to credit approval. See the Shell MasterCard Rebate Program Terms and Conditions with the application. Pick up an application at your local Shell station or call 1-877-MY-SHELL.

To apply call 1-877-MY-SHELL

Shell MasterCard Flexible Rebate Signage

Earn 5% Rebates on Shell Gasoline
Details Inside

Spanner Board

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.

Shell Platinum MasterCard Rebate Pole Sign Flexible Pricing Signage
Eligible for 50% Co-Op Reimbursement

With Shell Platinum MasterCard
Earn Per Gallon Rebate

Window Sign Any station displaying a Shell MasterCard Rebate sign is **REQUIRED** to post this window sign.

PRICING

Pole Sign Kit, each to include:
1 Pole Sign Set
20 Rebate Panels
1 Window Sign
\$174.30 per kit

REBATE PRICING

If the regular price is between	Post this rebate number
2.009 - 2.199	10
2.209 - 2.399	11
2.409 - 2.599	12
2.609 - 2.799	13
2.809 - 2.999	14
3.009 - 3.199	15
3.209 - 3.399	16
3.409 - 3.599	17
3.609 - 3.799	18
3.809 - 3.999	19

HOW TO ORDER
Call Shell Customer Service at Pointsmith, 800-762-5213



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 1.5 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.
 - Visit www.shellfleetmarketing.com.
- **FleetLeads program**
 - Selling tips and techniques.
 - New Database with leads at zip code level.
 - Visit www.shellfleetleads.com.

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.

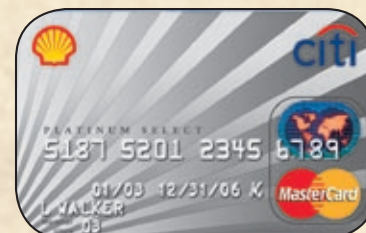


A Shell Cardholder buys 2 times more from Shell than other cardholders. That means approximately 30 additional gallons a month — not to mention other products a Shell Card cardholder might buy when visiting Shell.

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 13c/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

Shell Motoring Public Customer Service

Shell Source Web Site

Shell Source Help Desk

1-866-Hi-Shell (1-866-447-4355)

1-888-Go-Shell (1-888-467-4355)

www.ShellSource.com

1-877-414-0149

Shell Branded Cards

Shell Consumer and Fleet Card Authorization

Shell Consumer Lost Stolen

Shell Fleet Card Lost Stolen

Shell Consumer and Fleet Card Chargebacks

Shell Consumer Card Customer Service

Shell Fleet Card Customer Service

Shell Prepaid Gift Cards (Questions and Customer Inquiries)

Shell MasterCard Authorization

Shell MasterCard Chargebacks

Shell MasterCard Customer Service and Lost Stolen Cards

Shell Canada Card (If over \$32 US, call and process D16)

1-800-331-3701

1-800-331-3703

1-800-377-5150

1-877-347-4959

1-800-331-3703

1-800-377-5150

1-800-300-8113

1-800-207-7632

1-800-933-6415

1-866-743-5562

1-800-661-2278

Credit Card Reimbursement

Shell Jobber/Dealer Help Desk (settlement inquiries)

Paper Processing/Reconstruction/Sales Not Captured

EFT Settlement – SOP US

EFT Settlement – Motiva

EFT Settlement – SOP US Lubricants

1-800-468-8572

1-877-877-9097

1-800-825-8660

1-800-825-7335

1-800-782-7852

Jobber/Dealer Supplies

POP Signage

Shell Branded Card Applications

Card Door and Pump Decals

Shell EPOS and Imprinter Forms

1-800-762-5213

1-800-762-5213

1-800-950-4923

1-800-688-9528

EPOS Vendor Help Desks

Verifone Ruby

Gilbarco G-site

DataCard 780

Tokheim MSI

Verifone Omni 3300

Wayne Nucleus

1-800-519-7225

1-800-800-7498

1-800-347-2426

1-800-767-1008

1-800-347-2426

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

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

Marketing Programs

Program	✓ Contact Name	Phone	\$	Co-op	Comments
Accepted Here POP Kit	Pointsmith	800-762-5213	Shell	n/a	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).
Current Quarter POP	Pointsmith	800-762-5213	Shell	n/a	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)
POP Hardware	Chicago Display Pointsmith	708-681-4340 800-762-5213	Retail Whls	Yes	Retail: Pump Topper hardware should be replaced during the conversion. Wholesale: Contact Chicago Display or Pointsmith (to order pump topper hardware).
Store Profiles	Pointsmith	800-762-5213	Retail Whls	n/a	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).
Welcome to Shell "Honor All" Credit Cards	Jennifer Scott	281-874-7713	Retail Whls	Yes	A "Welcome To Shell" Honor All Credit Card Program is available.
Point-of-Purchase	Pointsmith	(800) 762-5213	Retail Whls	Yes	Contact Pointsmith for POP Customizer Program, Instock library, and Custom Message Program.
Power Signs	Pointsmith	800-762-5213	Retail Whls	Yes	Contact Pointsmith to order supplemental Shell POP (Food Mart, Auto Services, Open 24 Hours, Gift Card, etc.).
Shell Flags	Pointsmith	800-762-5213	Retail Whls	Yes	Contact Pointsmith to order Shell RVI (Retail Visual Identity) flags.
Car Wash POP	Pointsmith	800-762-5213	Retail Whls	Yes	Contact Pointsmith to order car wash POP.
Grand Opening POP Kit	Pointsmith	800-762-5213	Retail Whls	Yes	Flags, balloons, lollipops, pennant strings, and other POP (see p. 16).

Marketing Programs

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

C-Store Merchandise

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

Miscellaneous Items

Program	✓ Contact Name	Phone	\$	Co-op	Comments
Air / Water Tower & Vacuums	Mountain Products	800-950-4923	Retail Whls	n/a	Remove all former graphics from air / water tower and vacuum machines and replace with appropriate decals.
Car Wash Equipment	Local Supplier		Retail Whls	n/a	Remove all former graphics from the car wash equipment and replace with a generic non-branded panel.
Fire Extinguisher Inspection Tags	Local Service Company		Retail Whls	n/a	Contact local service company and replace former inspection tags with Shell inspection tags.
Highway Signs (Interstate Signs)	Interstate Logos	800-468-7805	Retail Whls	Yes	Update and change former brand to Shell. Contact local city or state officials to replace highway signs. Approved templates on Shell Source.
Yellow Page Advertising	Local Contact		Retail Whls	Yes	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.
MSDS (Material Safety Data Sheets)	Visit Shell Source Website	Shell Source Website (www.shellsource.com) MSDS Fax Back 877-276-7285	Retail Whls	n/a	Obtain MSDS for each hazardous chemical that is in the work place. (See page 27 for additional details.)
Pay Phones	Local Supplier		Retail Whls	n/a	Contact local supplier and notify them to remove all former branded graphics from the pay phones – replace with generic non-branded panels.
Tanker Truck Decals/ Shell Logo Decals	SGI	713-744-4113	Whls	Yes	Contact SGI Graphics if you are interested in having Shell RVI decals installed on your delivery trucks.
Business Name Change (all DBAs)		Local, state and government agency	Retail Whls	n/a	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.

Contact List

Shell is committed to make 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.

Company Name / Phone	Items Supplied	Address / Fax / E-mail
Ameron International Inside Sales - Susan Groves 800-411-2451 Account Manager - Manny Nerios Office: 713-672-8140 x 113 Cell: 713-828-9382	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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@dcim.com John Zdero - zdero@dcim.com Billy Ewing - ewing@dcim.com
Dualite Sales & Service, Inc. 972-293-7446 Joe Jenning Cell: 214-755-9326	<ul style="list-style-type: none"> • Signs - High Rise and Custom Primary ID • Car Wash Directional Arrow 	1586 High Meadows Way Cedar Hills, TX 75104 Fax: 972-293-7462 Email: joejenning@dualite.com
Durastone Corporation Eric Wilhite 931-845-4154	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

Company Name / Phone	Items Supplied	Address / Fax / E-mail
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Chicago Display 800-681-4340	<ul style="list-style-type: none"> • POP Hardware 	1999 North Ruby Melrose Park, IL 60160-1109 Fax: 800-681-0010
Funk Forging Company Pat or Vicky Linko 800 541-1358	<ul style="list-style-type: none"> • Sign Poles (Primary ID Poles for Family of Signs) 	1633 Fifth Avenue Chicago, IL 60411-3797 Fax: 708-758-6629 Email: vicky@funkforging.com
Shell HSE Representative (Health, Safety and Environment) Contact your Local Representative	<ul style="list-style-type: none"> • Air Quality • State Calibration • Octane Stickers • Tank Lid Color Chart • Fuel Tank Decal • Emergency Pump Shut-Off • All Health & Safety Signage • All OSHA Required Signage • Nozzle Clips 	
Interstate Logos, LLC 800-468-7805 www.interstatelogos.com Jackie or Juanita	<ul style="list-style-type: none"> • Highway / Interstate Signs 	P.O. Box 66338 (70896) 5551 Corporate Boulevard, Ste 2H (70808) Baton Rouge, LA 70808 Fax: 225-928-3330 Email: jmayeux@interstatelogos.com
Lion Uniform Group 800-543-9698	<ul style="list-style-type: none"> • Uniforms (Sales Associate, Manager) • Name Tags 	P.O. Box 13576 6450 Poe Avenue Dayton, OH 45413-1270 Fax: 800-424-2086
LSI Industries / Lighting Andy Strickland or Tina Newman (800) 436-7800 x 3410	<ul style="list-style-type: none"> • Car Wash Lighting • Lighting (Scottsdale Flat Lense Fixture) • Yard Lights and Poles • Interior Lighting 	10000 Alliance Road Cincinnati, OH 45242 Fax: 513-984-1335 Email: andy.strickland@lsi-industries.com
LSI - Image Group Kim Hernandez 800-435-1744 713-744-4100 / 713-329-4026	<ul style="list-style-type: none"> • Dispenser Door and Side Panels • Truck/Tanker RVI Graphics • Metal Dispenser Valences 	14902 Sommermeyer, Suite 120 Houston, TX 77041 Fax: 713-744-5574 Email: hernandez@lsi-industries.com
MDI Shell Customer Service Rep. 800-228-8925 800-634-8471 Debbie Hoskins Gary Rigby	<ul style="list-style-type: none"> • Canopy Pole Cladding / Column Wrap 	38271 W. Twelve Mile Road Farmington Hills, MI 48331-3041 Fax: 248-488-5700 Email: popsales@mdiworldwide.com

Company Name / Phone	Items Supplied	Address / Fax / E-mail
Mountain Commercial Graphics Delynn McKown or Pat Blair 800-967-3986 713-996-6622 www.mountain-cg.com	<ul style="list-style-type: none"> • 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
Pointsmith 800-762-5213 www.beyondpop.com	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • ICR / CRIND Operation Instructions • Dispenser Operation Instructions • Tanker Graphics 	
RVI Design and Construction Manual CD	<ul style="list-style-type: none"> • Facility Design • Standards • Landscaping 	Contact Jerry Wilt (jerry.wilt@shell.com) or Greg Morrison (gregory.morrison@shell.com)

Company Name / Phone**Items Supplied****Address / Fax / E-mail**

ShopCo Dwight Aston 888-874-6726 713-934-2900 www.shopcousa.com	<ul style="list-style-type: none"> • Gondola Shelving • Store Cabinets 	7171 W. Sam Houston Parkway North Houston, TX 77040 Fax: 713-934-2929
Sign Resource Lori Hundtoft Marco Acosta 800-423-4283 323-771-2098	<ul style="list-style-type: none"> • Signs: Car Wash, Monument, System (5,6,8 feet), Shell Rapid Lube Illuminated Letters, Red Light Canopy Bar, Shell Logotype 	6135 District Blvd. Maywood, CA 90270 Fax: 323-771-9342 Email: shell@signresource.net macosta@signresource.net
Signstrut Limited 800-771-6602 Angie Hames 740-368-4120 x210 Cheryl Gamble 740-368-4120 x209	<ul style="list-style-type: none"> • Red Bar (Illuminated and Non-Illuminated) • Dispenser Valance with Decals (Quality Fuels) Graphics 	970 Pittsburgh Drive Delaware, OH 43015 Fax: 740-368-4121
SOC Store 800-779-6497 Connie Farrar	<ul style="list-style-type: none"> • Nozzle "Out of Service" Signs 	P.O. Box 8940 Tyler, TX 75711-8940 Fax: 800-779-6497 or 903-939-3701
Sparkle Lighting Services, Inc. Inside Sales - Linnea Peel 800-752-5660 Account Manager - Syed Sarwar 713-856-8500	<ul style="list-style-type: none"> • Shell Logotype (flat) • 19-5/8" channel letter sets 	7938 Wright Road Houston, TX 77041 Fax: 713-856-8087 Email: lpeel@sparklesign.com
United Panel 800-933-8700 LeeAnn Slattery x109 Bill Comunale	<ul style="list-style-type: none"> • Exterior Wall Panels 	P.O. Box 188 8 Wildon Drive Mt. Bethel, PA 18343 Fax: 610-588-0536 Email: lslattery@unitedpanel.com
Zimmerman Sign Co. (now Federal Heath Sign Co.) 800-888-1327 or 903-589-2143 Tina Beaton x2143 Nickie Hill x2159	<ul style="list-style-type: none"> • Signs (Shell to Shell conversions): ID, Monument, etc. 	9846 Hwy. 31 East Tyler, TX 75705 Email: tbeaton@federalheath.com or nhill@federalheath.com

