



by Vera Haskins
President of Spirit® Petroleum

Major Innovations for Spirit® Licensees in 2008

As I've mentioned in my previous columns, Spirit's® number-one priority is to serve the needs of our licensees. We understand your challenges, and diligently work to provide ways to make your life easier and, more importantly, to save you money. With this mission in mind, it is with enormous pleasure that I share the news that Spirit® is entering into a partnership with U.S. Bank/Voyager to provide a complete package of turnkey business options for our licensees. By bundling services together, Spirit® can now aggressively negotiate for the best possible prices for a variety of much-needed tools and technology.

Among the major innovations new to our brand offerings, Spirit® now has a credit card processing agreement in place with National Bankcard Services, the leading provider of transaction processing solutions for petroleum/convenience store chains and national retailers. Through NBS, Spirit® has negotiated for an extremely competitive credit card processing rate that outpaces the industry average. Spirit® is also launching a Voyager fleet card program. As you may already know, there are many advantages of working with Voyager: easy implementation, cards accepted inside or at the pump at all Voyager-friendly locations, a variety of optional discount programs, no accounts receivable (no bad debt loss!) and no administrative or regulatory expenses. Additionally, a state-of-the-art broadband network exclusively designed to meet the needs of the convenience store industry will save



dollars, time and energy for Spirit® licensees. Our marketers have the opportunity to pick and choose electronic services available through this gateway solution. Other aspects of this new program include tank monitoring, ATM, gross profit margin and inventory management and wholesale/distributor solutions. In the coming weeks, Spirit's® completely redesigned Web site will put important information, photos, contracts/forms and our latest news at the fingertips of marketers, potential licensees and consumers.

In other news, Spirit® has licensed eight new sites in eastern Pennsylvania through Reilly Oil Company, Inc. This is a major expansion for us, which will give Spirit® greater visibility in the Keystone State. As these sites open in the spring and a wider audience learns of the economic benefits and flexibility

of the Spirit® brand, we look forward to continuing this growth and momentum throughout the Mid-Atlantic.

Travelers along the Mamalahoa Highway on the Kona coast of the big island of Hawaii will now stop for gas and snacks at Spirit's® only site situated amidst macadamia and coffee plantations. Not far from the marine sanctuary of Kealahou Bay, the first Spirit® station in Hawaii sits at the crossroads of the town called Captain Cook. According to owner Smita Patel, the station and its accompanying convenience store have long been popular hangouts for locals and eco-tourists alike. This particular location reminds me why Spirit® was created — to maintain a quality, national image that is affordable for sites big and small, in neighborhoods big and small across the country.