

2018

STREET SMARTS

A GUIDE TO
CITGO BRAND
MARKETING
AND ADVERTISING



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1 Branding and Marketing Programs



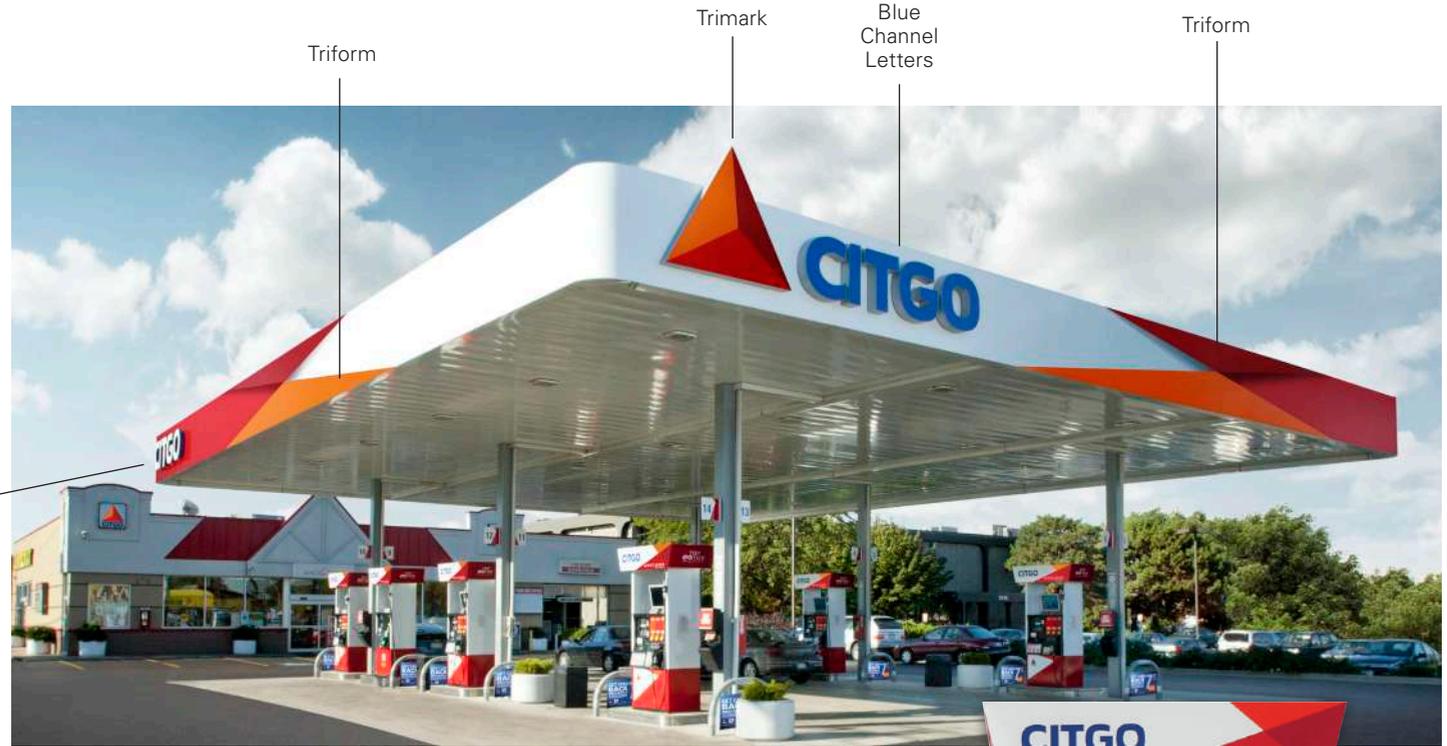
We're dedicated to solving your operational and retail challenges. From the curb appeal of our CITGO® brand image and TOP TIER™ TriCLEAN® gasoline to our unique education programs and solutions-focused customer support, we're fueled up and ready to help you grow!

CITGO Brand Image

Our brand image is one of the primary reasons that Retailers choose to fly the CITGO flag. Not only is it one of the industry's most attractive station images, but it is also reasonably priced and easy to install.

Benefits

Locations that have converted to the CITGO brand image have reported volume increases of up to 30%.



White Channel Letters

LED Price Sign



For More Information

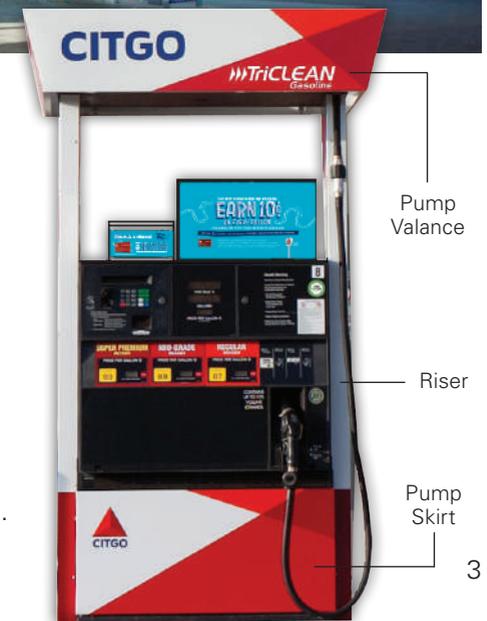
- ▲ Contact your CITGO gasoline supplier
- ▲ **SignResource Identity Group**
Sharon Wise
323-771-2098, ext. 3413
citgo@signresource.com
www.signresource.com
- ▲ Visit myCITGOstore.com
>>Brand Image

Cost

Materials are paid for by CITGO and amortized over 60 months. Estimated costs vary significantly by location due to local labor and other factors. Installation costs range from \$5,000 to \$20,000, excluding the price sign.

Requirements

CITGO-certified installers contracted through SignResource Identity Group should be used for surveying, branding and/or reimagining retail locations.



Pump Valance

Riser

Pump Skirt

Marketing Focus

Providing quality gasoline for your customers and giving them a reason to return to your location are important to your success, which is why many of our marketing efforts focus on our TriCLEAN® gasoline and building loyalty through our Club CITGO® app.

Club CITGO Mobile App

If an easy-to-implement loyalty and rewards program is what you're looking for to build a dependable customer base and increase profit margins, look no further than the Club CITGO mobile app.

As a Club CITGO Premium location, you get our full support, including training, a dedicated call center and fully funded deals and rewards. Your customers get every-day savings on top-quality fuel and popular product brands right in the palm of their hands.

To elevate your offering further, you can incorporate your own deals/rewards specific to your location or work with Outside Networks to build a fully integrated loyalty solution.

Unlock the Potential

While all locations are activated for sweepstakes, there are select benefits available only to Club CITGO Premium locations.

Benefits	Club CITGO Premium	Club CITGO
Sweepstakes (e.g., Win Gas for a Year)	✓	✓
Fuel Discounts & Promotions	✓	
National Promotions	✓	
Email Campaigns	✓	✓
Social Media (e.g., Facebook)	✓	✓
POP to Promote In-App Deals	✓	
Retail Offers to Drive C-Store Traffic	✓	
Long-Term Customer Loyalty	✓	
Mobile Payment	✓	✓

Loyalty "Counts"

Let's break down the benefits of Club CITGO by the numbers.



Consumer redemption rate on fuel rewards earned



Average monthly claim per location

Data is year-to-date as of November 2017 and reflects CITGO-funded TriCLEAN gasoline coupons/rewards as well as manufacturer-funded and location-specific offers.

For More Information

- ▲ Contact your gasoline supplier
- ▲ Visit myCITGOstore.com>>Club CITGO
- ▲ **Club CITGO Customer Service Center**
888-2-GO-CLUB (1-888-246-2582)
clubcitgo@citgo.com
- ▲ **Outsite Networks**
Jack Piet
412-401-1099
jpiet@outsitenetworks.com
www.outsitenetworks.com



Club CITGO™

Become a Club CITGO Premium Location

Visit the Club CITGO tab on myCITGOstore.com and follow the six easy steps to “Sign Up and Launch.” There is no additional cost to become a Club CITGO Premium location — just extra revenue!

Step 1

Attend a “**Learn More About Club CITGO**” webinar.

Step 2

Set up the **Club CITGO coupon key** on your register.

Step 3

Train your employees with the **Cashier Training video**.

Step 4

Complete the **online application**.
You will receive an email notification from Club CITGO with your username and password once this step is complete.

Step 5

Attend a “**Manage the Program**” webinar or watch the **Account Management training videos**.

Step 6

Set Up a **Fountain & Coffee Deal or Reward and Launch!**

See section 3, page 41, to learn more about our Club CITGO promotions.

TriCLEAN® Gasoline

Our TriCLEAN gasoline is an enhanced, custom-blended fuel designed to help keep fuel injectors and intake valves clean while minimizing emissions. Research shows quality fuels resonate with consumers, and they have the assurance of knowing all three grades of CITGO TriCLEAN gasoline are TOP TIER™.

Consumer Appeal

Your customers expect quality fuel, and they believe that's what TriCLEAN gasoline delivers. In fact, according to the NPD Group/Motor Fuels Index, CITGO has outpaced the industry in several quality of fuel metrics.

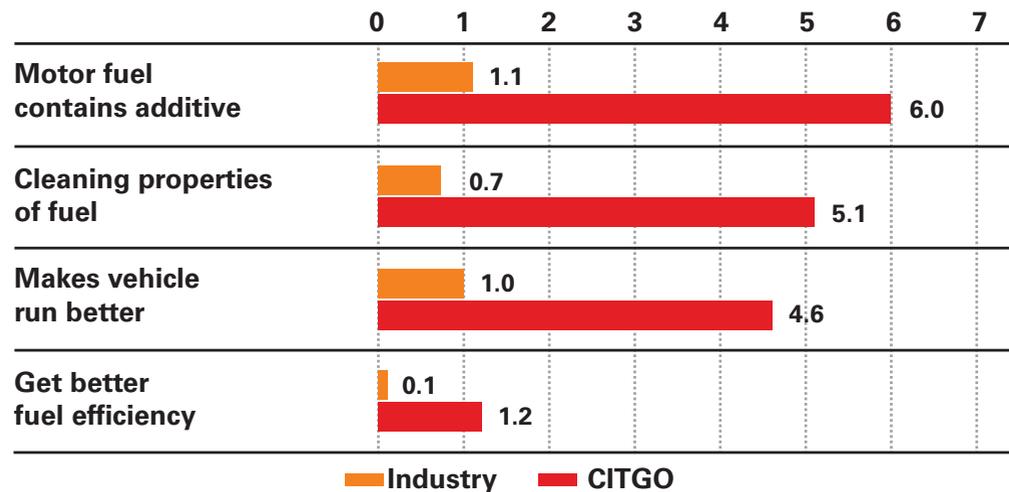


About TOP TIER

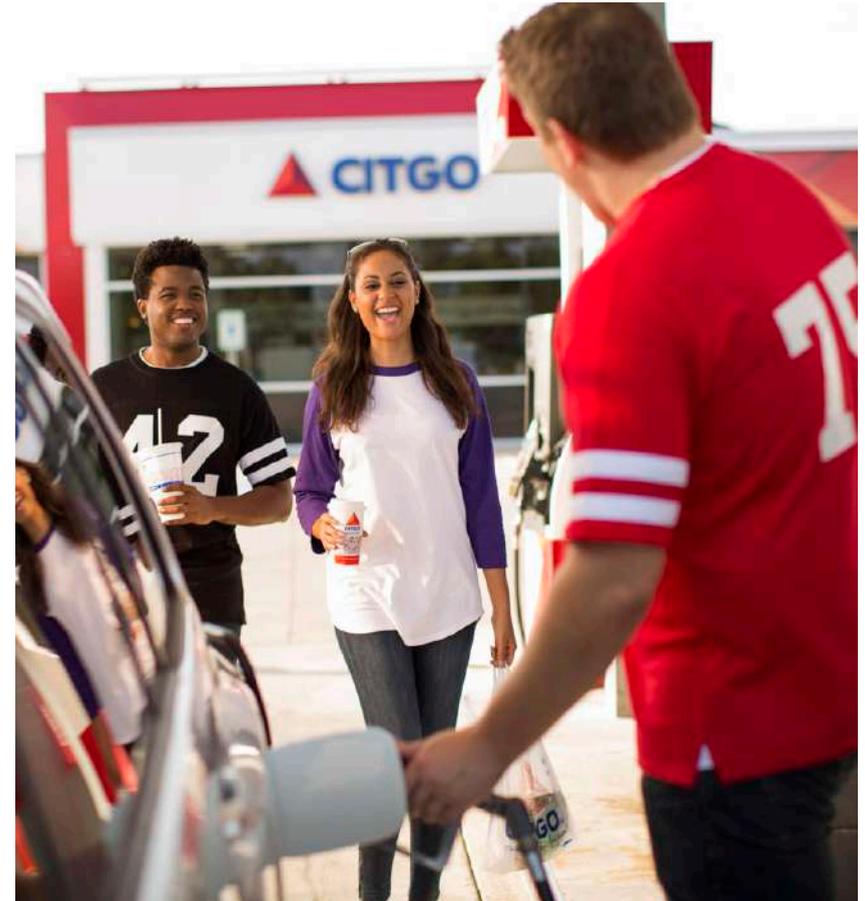
TOP TIER is the premier standard for gasoline performance set by eight of the world's top automakers. It surpasses the existing standards set by the EPA.



Quality of Fuel - Reason for Purchase



Source: The NPD Group/Motor Fuels Index (November 2016- November 2017); Total CITGO Marketing Area



For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ Visit myCITGOstore.com
- ▲ Visit toptiergas.com

See section 3, page 36, to learn how we're sharing our quality gas message with consumers.

TriCLEAN Marketing Elements

We're excited about our TOP TIER TriCLEAN gasoline and want to market it prominently and proudly for all consumers to see. That's why we're rolling out a refreshed dispenser design available to all new-to-CITGO locations and current location rebrands in the second quarter of 2018.

New product ID panels.



TriCLEAN sign panel available for standard sign systems and as a replacement to the Rewards® Card panel.



- ▲ Removal of white vinyl on dispensers
- ▲ New door skirt design with pre-printed TriCLEAN elements and CITGO wordmark
- ▲ Reflective materials—brushed aluminum on valance, stainless steel risers, satin aluminum vinyl on doors.



Both TriCLEAN and TOP TIER decals appear on valance front.



Trimark of Excellence Mystery Shop Program

The Trimark of Excellence Mystery Shop Program is uniquely designed to protect the integrity of the CITGO brand and reward you for your day-to-day-efforts to maintain it. It creates consistency across the brand and allows for tracking accomplishments as well as areas of improvement, both in the store and at the pump.



Mystery Shop Frequency

Quarterly shops are conducted by Alta360.

Shop 1	Jan. 1 - March 31
Shop 2	April 1 - June 30
Shop 3	July 1 - Sept. 30
Shop 4	Oct. 1 - Dec. 31

Grading System

The grading system pinpoints your performance based on a possible score of 100% plus up to 2 bonus points, with all questions allowing for partial credit. A pass/fail score will be given on select brand image questions. Locations that score 97% or higher on any given shop will receive a reward. Locations scoring 80% or lower on any given shop are considered failing and penalties will be applied.

Questionnaire

The questionnaire emphasizes consistency and is divided into three sections that encompass the overall retail experience of your customers—fueling excellence, shopping excellence and customer service excellence.

Results

If you've registered your location on myCITGOstore.com, you will receive your results via email within seven to 10 days of each mystery shop, allowing you to review scores/results sooner and take necessary action, if needed. You can also contact your CITGO gasoline supplier for your quarterly results.

Quarterly Rewards

If your location scores 97% or higher on a quarterly shop, you will receive the following from your gasoline supplier:

- ▲ \$150 in CITGO Gift Cards
- ▲ Letter of commendation
- ▲ Performance certificate to display in the store

Annual Rewards

If you are among the top 500 retail locations for the year, you will receive the following from your gasoline supplier:

- ▲ \$500 in Visa® gift cards
- ▲ Recognition plaque
- ▲ Letter of

Penalties

Your gasoline supplier will receive the following penalties for each location scoring less than 80% on consecutive shops. They will decide whether or not to pass them on to you.

1st failure	Warning letter
2nd consecutive failure	\$100 charge
3rd consecutive failure	\$200 charge and subject to debrand
4th consecutive failure	\$500 charge and subject to debrand
5 or more failures	\$1,000 charge and subject to debrand

Image Solution Program (ISP)

The ISP allows you to earn points back when you take action to fix branding issues. It works via an "Action Feedback" section on your quarterly mystery shop report. To submit an ISP, visit the Trimark of Excellence tab on myCITGOstore.com and select "ISP" at the top of the page. ISPs must be submitted within 30 days from the shop or 10 days after the end of the quarter, whichever comes first.

Request for Action (RFA)

You have the ability to submit an RFA if you feel a scoring error was made on your mystery shop. RFAs must be submitted within 30 days from the shop OR 10 days after the end of the quarter, whichever comes first.

For complete details on submitting an RFA, visit the Trimark of Excellence Tab on myCITGOstore.com and select "About" at the top of the page.

Tips & Tricks

Helpful tips and tricks automatically populate under select questions on your quarterly mystery shop reports. They provide you with solutions to fix existing issues in order to avoid penalties on future shops, but do not offer points back.



For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ Visit myCITGOstore.com>>Trimark of Excellence

Education

Because we understand your business, we provide educational opportunities based on industry best practices to help you deal with operational and marketing issues.



CITGO Retailing Institute

With a gas station on nearly every corner, competition is fierce and margins are tight. That's why we brought together successful C-store operators to give you direct access to practical, business-building solutions through our Retailing Institute.

Seminars

Flexible, one-day seminars help you find solutions and opportunities to improve profitability while gaining practical tools to tackle top priority needs (e.g., sales, inventory management, training, customer service, etc.).

CITGO Sales Advantage

This exclusive training program—in partnership with Dale Carnegie Training®—was created to coach salespeople on how to have the greatest impact on improving sales behaviors through sharing specific account management strategies and tactics.

Seminars

Offered over the course of one or two days, seminar attendees learn and practice how to build rapport, generate interest, provide solutions, respond to objections and plan for success.

For More Information

- ▲ Contact your CITGO gasoline supplier

Ready Training Online (RTO)

This online hub, complete with full-service learning management and employee training, provides you with special computer-based training modules centered around our branded program offering.

Benefits

- ▲ Tailored, hands-on learning
- ▲ Industry data and best practices
- ▲ Lessons learned from tests conducted at the CITGO Retail Concept Center
- ▲ Online resources

For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ **CITGO Retail Development**
Jim Cox
281-450-4497
jcox5@citgo.com
- ▲ Visit myCITGOstore.com>> Retailing Institute

For More Information

- ▲ Charlene Kovacsik
800-322-4846, ext. 4989
brndmktg@citgo.com
www.readytrainingonline.com

Business Milestone Kits

We celebrate our new CITGO family members with several “Welcome to CITGO!” touch points that deliver targeted information at the exact time you need it.



Approval (A) Status – Welcome Kit

Upon reaching A status, locations receive a Welcome Kit, including Street Smarts, Retailer Programs at a Glance and a company profile.

Branded (B) Status – Conversion Kit

When a location reaches B status, a Conversion Kit ships with:

- ▲ CITGO Rewards® Card POP and a “We’re Going CITGO!” banner.
- ▲ Exclusive offers, including a \$150 uniform voucher to our brand store
- ▲ Informational program flyers featuring myCITGOstore.com, the Trimark of Excellence Mystery Shop Program, our proprietary payment cards and more
- ▲ Credit card materials such as the regulations manual, quick reference guide and marketing information center to hold applications at the register



Completed (C) Status – Opening Kit

The Opening Kit is received when a location reaches C status and includes the current wave of POP and a CITGO Rewards Card sales kit.



For More Information

- ▲ Contact your CITGO gasoline supplier



Dispensers

Don't forget to continue your outdoor EMV migration path to meet customer expectations and mitigate fraud at the pump. Just like your POS hardware and software upgrades in-store, making these upgrades at the pump is a win/win.



We've negotiated with some of the best vendors in the industry to offer you a variety of fueling dispensers at special prices to meet your specific business needs.

Special Pricing Available

- ▲ Various offers throughout the year available on mycitgostore.com
- ▲ All orders must be placed through an authorized distributor
- ▲ All dispensers must feature CITGO branding

EMV Acceptance

For information on EMV acceptance at the pump, see section 2, pages 20-21.

For More Information

▲ Wayne Fueling Systems, LLC

Steve Van Vlack
512-238-3657
steve.vanvlack@doverfs.com
www.wayne.com

▲ Gilbarco Veeder-Root

Bryan Crossan
366-279-0285
byan.crossan@gilbarco.com
www.gilbarco.com

▲ Bennett Pump Company

Ken Turcotte
865-227-4039
kturcotte@bennettpump.com
www.bennettpump.com



Fuel Island and Curb Restoration

Your customers spend the bulk of their time at the fueling island. So, why not make a good first impression with great curb appeal? To assist in this effort, CITGO has teamed up with Rugid Guard to offer you special pricing on fuel island and curb restoration needs.

Benefits

- ▲ Low-cost alternative to replacing fuel islands and restoring old concrete and metal
- ▲ Quick completion process with minimal impact on business
- ▲ Increased sales volume due to better curb appeal
- ▲ Five-year warranty against peeling, bubbling, fading and rust bleed
- ▲ Easy to maintain and resistant to salts, gasoline/diesel fuels and fading from sunlight



To Order or For More Information

- ▲ **Rugid Guard**
Tina Herschbach
618-477-1617
rugidguardusa@gmail.com
www.rugidguardusa.com



Lighting

CITGO has negotiated with Cree, LSI Petroleum and SloanLED to provide you special pricing on all your LED lighting needs. All three companies offer some of the most energy-efficient LED products in the market today and provide turnkey solutions for your building, canopy and store interior—new and retrofit.





Benefits

- ▲ Reduced energy consumption
- ▲ Decreased electrical and maintenance costs
- ▲ Improved aesthetics
- ▲ LEDs stay brighter longer
- ▲ Energy rebates

To Order or For More Information

▲ Cree

Craig Allen
252-257-2141
callen@cree.com
www.cree.com

▲ SloanLED

David Burgoon
623-687-8635
dburgoon@sloanled.com
www.sloanled.com

▲ LSI Petroleum Lighting

Tom Wright
832-866-1155
tom.wright@lsi-industries.com
www.lsi-industries.com



Disability Fueling Assistance

Providing disabled persons with fueling assistance is an easy, no-cost way to give back to your local community. Through the Disability Fueling Assistance program, disabled customers can call your location when they pull up to the pump and a store employee will come out and provide assistance.



Materials

Participating locations will receive:

- ▲ A double-sided sign (approximately 12"x 24") to place on the ID/gas price sign pole
- ▲ Pump decals with the location phone number (options available for specific state requirements)



Criteria

Participating locations must be staffed with at least two employees at all times.

For More Information

- ▲ Contact your CITGO gasoline supplier

The CITGO AMERISTORE®

This affordable, easy-to-implement branding package fits virtually all floor plans. The ordering process is simple and materials come with step-by-step installation instructions.

▲ Store Plans

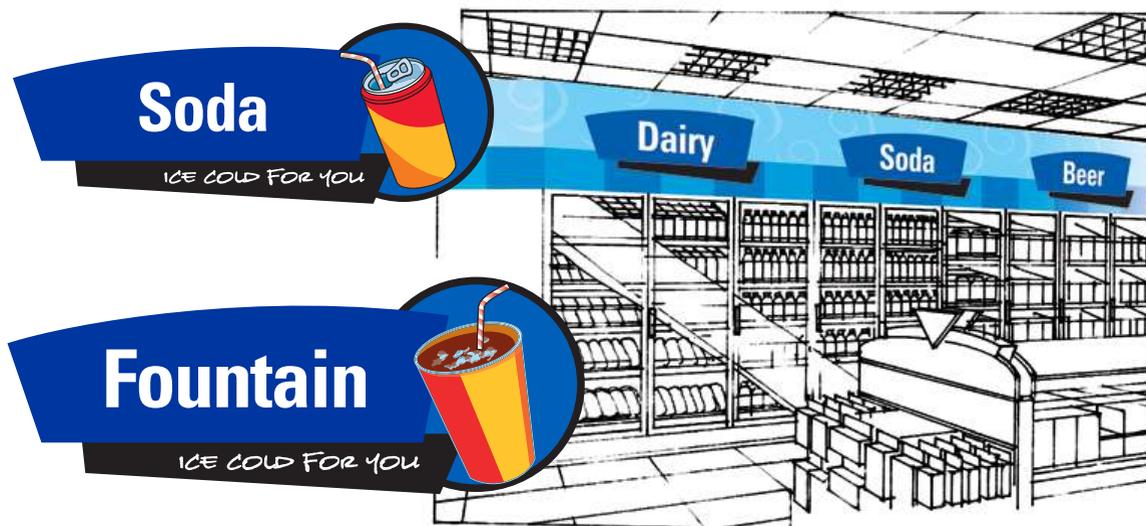
C7 Works

Marshall Hare
804-496-6816, ext. 122
marshall@c7works.com

▲ Retrofit Kits and Interior Graphics

Mountain Commercial Graphics

Jonathan Coronado
800-950-4923, ext. 6625
jonathanc@mountain-cg.com



2 Payment Cards



Keeping up with payment card technology is essential to maintaining current sales and meeting customer expectations. Customers are looking for merchants with EMV card acceptance to keep their credit cards more secure. As a merchant, you need to protect cardholder data and your location's network using data security industry standards to help meet the annual PCI DSS requirements. This may seem overwhelming, but CITGO has information and solutions to help you achieve your obligations as a merchant.

Minimum POS Standards

In addition to meeting PCI DSS requirements, your location must also meet these minimum POS standards.

Requirements

The following are required for all CITGO locations:

- ▲ EMV-compliant inside POS equipment (hardware, software and PIN Pads)
- ▲ EMV software upgrades installed within 90 days of availability
- ▲ Internet/broadband for EMV card processing (except Vx520 using dial-up)
- ▲ Installation and use of a firewall from a CITGO-authorized firewall provider
- ▲ Updated software and firmware in PIN Pads and at fuel dispensers for future CITGO Rewards® Card rollback

Certified POS Systems *

The POS systems listed below are CITGO-certified and meet minimum POS standards.

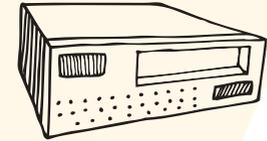
- ▲ Verifone Commander or RubyCi with Mx915 or Mx925 PIN Pads
- ▲ Gilbarco Passport PX 60 with EMV-capable EDH and Mx915 PIN Pad
- ▲ Wayne (NAMOS software capable) with Fusion 6000 and Mx915 PIN Pad
- ▲ Verifone Vx520 with Vx805 PINPad
- ▲ NCR Radiant RPOS Epsilon with EPC4, Panther Fuel Controller and Mx915 PIN Pad

*Subject to change. For current listing, visit CITGO MarketNet at Payment Card >> Point of Sale >> Point of Sale Terminals and click on the POS Approved Systems button on the right-hand side of the page.

For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ Contact your local POS distributor
- ▲ **CITGO POS Product Managers**
800-423-8434, ext. 5415
posprod@citgo.com

Upgraded Point-of-Sale Equipment at a Glance



EMV-Capable Site Controller



Upgraded or New PINpads



CITGO-Authorized Firewall



Upgraded or New Point-of-Sale Systems



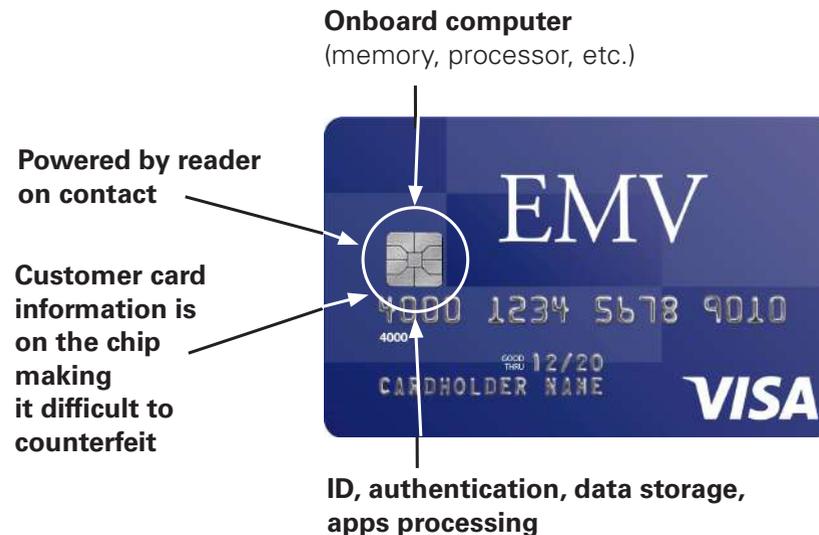
Upgraded Fuel Dispensers

Europay MasterCard and Visa (EMV)

With inside POS upgrades nearly complete, now is the time to focus on upgrading your Automated Fuel Dispensers (AFDs). Don't wait! As more retailers, restaurants and grocery chains complete their EMV roll-out, counterfeit fraud will grow exponentially at locations that do not accept EMV cards in-store and at the pump.

Tips for a Successful Outdoor EMV Upgrade

1. Check with your CITGO gasoline supplier, POS technician or the CITGO POS Product Team to **Determine POS software availability.**
2. Consult with your AFD distributor to **assess fuel dispenser age and operability.**
 - Retrofit – 0-9 years
 - Replace – 10+ years
3. **Conduct a site survey for each location** with your AFD distributor. Consider bandwidth/communication upgrades required to process EMV transactions and factor in extra time if new infrastructure is needed (e.g., rewiring, breaking concrete, etc.).
4. Take other improvements into account when you **order upgraded fuel dispensers.** (e.g., video monitors, 2D scanners, tamper alarms, NFC for popular mobile payment methods, etc.).
5. Consult with your AFD distributor on exact timing as you prepare to **install upgraded fuel dispensers and POS software.**



Early Upgrade Benefits

CITGO encourages all branded retail locations to upgrade as soon as POS software is available for their outdoor EMV equipment.

- ▲ Upgraded/Next Generation Hardware and Software (e.g., communications, NFC, secure dispenser access)
- ▲ Better availability of equipment and technicians
- ▲ Mitigate and reduce fraud and chargebacks
- ▲ Meet consumer expectations

Outdoor EMV Extension – EXCEPTIONS

The petroleum outdoor EMV counterfeit liability shift was deferred three years to **Oct. 1, 2020**, but there are caveats by some credit card brands*.

1. The Oct. 1, 2020, deadline applies only to U.S-issued cards.
2. This could mean outdoor EMV chargebacks before the deadline for AFD locations that have excessive counterfeit outdoor transactions AND do not accept EMV.

Types of Excessive Chargebacks Assessed on an Individual Location Basis



Excessive fraud-to-sales ratios and excessive dollar amount of chargebacks

Or



Excessive fraud-to-sales ratios and excessive number of chargebacks

Or



EMV chargebacks with fines imposed

Timing of EMV Chargebacks

Excessive chargebacks depend on the severity and amount of EMV chargebacks. Some credit card brands may offer a remediation period before passing the EMV chargebacks through. Others will not.

The fines imposed with EMV chargebacks are made up of the original transaction amount charged back AND a fee. If there is no remediation period, chargebacks are imposed immediately.

You will be notified by your CITGO gasoline supplier if your location reaches these levels. It is your responsibility to work with CITGO and your gasoline supplier to remediate out of excessive chargebacks.

This applies to all locations processing on the CITGO Network.

* **Visa, MasterCard, Discover & American Express**

For More Information

- ▲ Contact your CITGO gasoline supplier.
- ▲ CITGO MarketNet >> Payment Card >> Point of Sale
- ▲ **Gilbarco Veeder-Root**
Bryan Crossan
336-279-0285
bryan.crossan@gilbarco.com
www.gilbarco.com
- ▲ **Wayne Fueling Systems**
Steve Van Vlack
512-238-3657
steve.vanvlack@doverfs.com
www.wayne.com
- ▲ **Bennett Pump Company**
Ken Turcotte
865-227-4039
kturcotte@bennettpump.com
www.bennett.com
- ▲ www.emv-connection.com >> EMV Resources >> Merchant
- ▲ www.gochipcard.com >> Merchant

Payment Card Industry/Data Security Standard (PCI DSS)

PCI DSS compliance is mandatory.

All CITGO locations transmitting on the CITGO Payment Card Network must have:

- ▲ POS software that meets the most current PCI PA-DSS (Payment Application Data Security Standards).
- ▲ Policies and procedures in place to pass PCI DSS for merchants.
- ▲ Installation and current use of a PCI-DSS-compliant firewall from a CITGO-authorized firewall service provider (does not apply to terminals using dial-up communications).
- ▲ Logging and tracking of all internet traffic connected to POS equipment and using the same internet connection as the POS.
- ▲ Passing quarterly external scans by an Authorized Scanning Vendor (ASV).
- ▲ PIN Pads that meet current PCI PTS (Payment Card Industry PIN Transaction Security) requirements (e.g., Verifone Mx915 or Mx925 for integrated POS, Vx805 for Vx520 terminals). All inside PIN Pads must accept debit/EBT cards and be NFC capable for mobile payment.
- ▲ Monthly tracking of all equipment, by serial number, that contains cardholder data to ensure equipment has not been compromised (e.g., PINPads, POS, Electronic Payment Server (Gilbarco EDH, Wayne Fusion, NCR EPC4), Fuel Controller, etc.).
- ▲ Monthly tracking of anti-virus software to ensure it is in place and set up for proper monitoring and alerting.

“If you are a merchant that accepts payment cards, you are required to be compliant with the PCI DSS.”

- ✓ **Must achieve compliance annually**
- ✓ **Must validate and provide proof of compliance**
- ✓ **Must use a QIR-certified technician to install POS systems and work with equipment**

Source: www.pcisecuritystandards.org



Proof of PCI Compliance

As a CITGO Retailer, you are required to validate and be able to show proof of annual PCI DSS compliance. Here's how:

- ▲ Complete and pass a Self-Assessment Questionnaire (SAQ)

SAQ-D	SAQ-C	SAQ-B
Integrated POS Systems	Internet-Connected Vx520 Terminals	Dial-Up Vx520 Terminals

- ▲ Pass quarterly external scans conducted by PCI-Certified Approved Scanning Vendors (ASVs)



For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ **CITGO POS Product Managers**
800-423-8434, ext. 5415
posprod@citgo.com
- ▲ **CITGO-Authorized Firewall Providers**
 - ▲ **Acumera**
512-687-7412
citgo@acumera.net
 - ▲ **Cybera**
866-4CYBERA (1-866-429-2372)
sales@cybera.net
 - ▲ **EchoSat/ControlScan PaySafe**
800-393-3246, ext. 4005 citgo@controlscan.com
<https://citgo.spgnow.com/citgosignup>
 - ▲ **Mako Networks**
844-99-CITGO (1-844-992-4846)
citgosales@makonetworks.com
- ▲ **PCI-DSS Compliance Help**
 - ▲ **ControlScan – PCI 1-2-3 Program**
800-825-3301, ext. 2
www.controlscan.com/petropci
 - ▲ **SAQ Documents, ASVs, PCI-Qualified Security Assessors and More**
 - ▲ www.pcisecuritystandards.org

Special pricing available for CITGO locations!



Proprietary Payment Cards

From a rebate-filled credit card and complete fleet card program to a secure check card with savings and a convenient gift card, CITGO payment cards work for your business by working to fit your customers' lifestyles and needs.



CITGO Rewards® Card

With zero transaction fees for you, and cardholders that spend 30% more per transaction and pump 13% more gallons of fuel* than non-cardholders, there are many great reasons for you to promote the Rewards Card at your locations.

*2016 Argus US Gasoline Credit Purchase Trends for Synchrony Financial



Growing the Portfolio

We're giving you 100% support, with Regional Credit Managers and a marketing team dedicated to help bring more Rewards Card business to your locations through:

- ▲ Permanent POP (pump toppers, column signs, and front and cooler door decals) complete with our "always on" messaging—10¢ in fuel statement credits on every gallon of fuel purchased for the first three months the account is open and 5¢ per gallon after that; current cardholders continue to receive 5¢ in fuel statement credits on every gallon purchased, with no minimums or maximums
- ▲ Direct mail and email campaigns throughout the year that promote the card and offer special incentives
- ▲ Opportunities to host marketing events at your locations to gain new Rewards Card business
- ▲ Personalized training and online training tools

Calculate Your Savings

Calculate your estimated monthly credit card fees as well as monthly and yearly savings using the fee savings calculator on myCITGOstore.com at Payment Card >> CITGO Cards >> Rewards Card. There's even a calculation that determines what percent of sales you could shift to the Rewards Card to save even more!

Fee Savings Calculator

How Much Do You Pay in Credit Card Fees?

Enter Total Monthly Credit Card Sales: \$ 75,000

Select average rate for your credit card fees each month: 1.75 %

Estimated Monthly Credit Card Fees: **\$1,313**

Enter the percentage of sales you could shift to CITGO Rewards Credit Card: 25 %

Increase to Save More

Your Estimated Savings

Monthly: \$328

Annual: \$3,936

CALCULATE NOW

Tips for Success

- ▲ Display POP materials clearly
- ▲ Offer an additional cents-off-per-gallon or special in-store incentive for cardholders
- ▲ Educate team members on the card's benefits and how to promote it
- ▲ Host special events and station training
- ▲ Engage customers by asking, "Will you be paying with a CITGO Rewards Card today?"
- ▲ Keep applications well stocked

For More Information

- ▲ Contact your CITGO gasoline supplier.
- ▲ Contact your Synchrony Regional Credit Manager
 - ▲ **Central**
Gary Andersen
224-634-7463
gary.andersen@syf.com
 - ▲ **Northeast**
Bob Peloso
570-592-4866
robert.peloso@syf.com
 - ▲ **Southern**
Oscar Adams
678-490-1157
oscar.adams@syf.com
- ▲ Visit myCITGOstore.com >> Payment Card >> CITGO Cards >> CITGO Rewards Card
- ▲ Order applications 888-246-2582

CITGO Fleet Cards

The benefits of the CITGO Fleet Card program are many. Not only do fleet customers purchase 15 times more than the average consumer (about 800 gallons a month)*, but they are loyal—52% shop at one brand for both business and personal needs.** Add to that lower transaction fees than other third-party fleet cards, and you could save yourself a bundle while growing your volume!

What's more, with four card types and fuel rebates of up to 5¢ per gallon, there are a variety of options to offer your consumers.

CITGO Fleet Card

Ideal for small- to mid-size fleets purchasing at CITGO locations and includes flexible payment options.

In-Store Card

Features the same benefits as the CITGO Fleet Card, but promotes loyalty by ensuring ALL purchases are made at a specific CITGO location selected by the customer.

CITGO Fleet Select Card

Ideal for mid-size fleets that may qualify for the tiered rebates offered with larger volume accounts.

CITGO Fleet Universal Card

Ideal for mid-to-large fleets that may need to travel outside the CITGO network of locations on occasion.



Tiered Volume Rebate

CITGO Fleet Select and Fleet Universal cardholders are eligible for a tiered volume rebate on purchases made at CITGO locations.

Gallons Per Month (CPG) Rebate	Cents-Per-Gallon
500 - 2,499	1¢
2,500 - 4,999	2¢
5,000 - 6,999	3¢
7,000 - 9,999	4¢
10,000+	5¢

Growing the Portfolio

Our Fleet program is backed by a dedicated team that can help you engage current Fleet customers and bring in new accounts through location or area-specific campaigns. You can help out by sending account leads to www.CITGOfleetcard.com/leads. Possible leads include businesses:

- ▲ With multiple vehicles
- ▲ Paying with cash
- ▲ Paying with other fleet cards (e.g., Voyager, Fuelman or MasterCard Comdata)
- ▲ Paying with a credit card

Selling Your Customers

Below are five key benefits Fleet cardholders enjoy. Share them with your customers and watch your volume grow!

- ▲ Accepted at all CITGO locations
- ▲ Detailed driver and mileage reports for fuel cost analysis
- ▲ Enhanced security and purchase alerts
- ▲ 24/7 online account access and customer service
- ▲ Volume rebates up to 5¢ per gallon (Fleet Select and Fleet Universal cards only)
- ▲ Nationwide acceptance (Fleet Universal Card Only)

For More Information

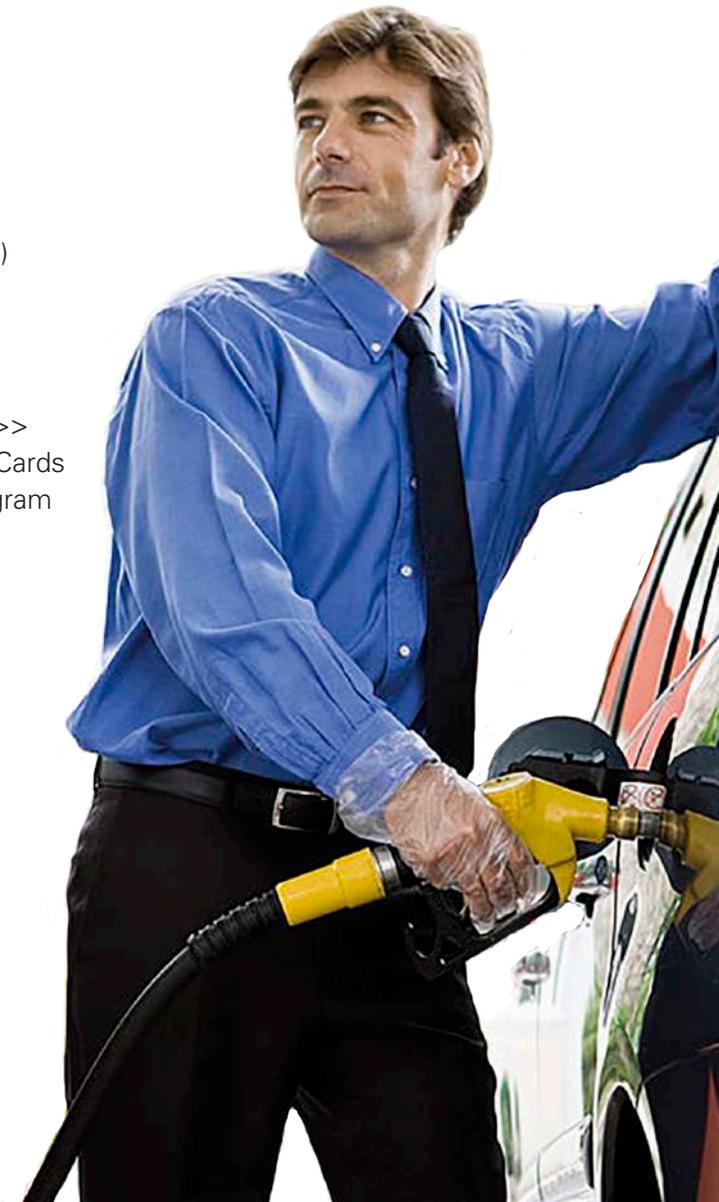
- ▲ Contact your CITGO gasoline supplier.
- ▲ **Channel Strategy Manager**
Benjamin Slagle - East Coast
207-415-7095
benjamin.slagle@wexinc.com

Cindy Tahil – Central and Gulf Coast
860-693-9500
cindy.tahil@wexinc.com
- ▲ **CITGO Fleet HelpDesk**
866-926-5615
- ▲ **CITGO VIP Hotline**
(application fast track, sale closings and questions)
1-855-804-1455
- ▲ Order applications
888-246-2582
- ▲ Visit myCITGOstore.com >> Payment Card >> CITGO Cards >> CITGO Fleet Card Program

An Added Bonus

You'll receive a \$50 CITGO Gift Card for every lead you submit that results in a qualified CITGO Fleet application!

Submit leads at
www.citgofleetcard.com/leads.



CITGO Debit Plus Card

The CITGO Debit Plus Card works just like a debit card and offers your customers a safe and secure method of payment.



To Order or For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ Order applications 888-246-2582
- ▲ Visit myCITGOstore.com
>>Payment Card >> CITGO Cards >> CITGO Debit Plus Card

Benefits

- ▲ It's the only card in the CITGO portfolio that features a 1% rebate on ALL purchases—at the pump and in store. This provides a great draw to bring customers inside the store where the real margins are made.
- ▲ It's an easier consumer sell than a credit card. All that's required is a checking account—no credit check or lengthy approval process.
- ▲ A lower transaction fee, compared to bank-issued credit cards, will help save you money.
- ▲ This secure pay alternative to debit cards is PIN protected and will help lower your risk of fraud and chargebacks.



CITGO Gift Card

The CITGO Gift Card is perfect for people on the go, so be sure to keep these in stock! They work just like cash and customers are able to set the value of their card in whole dollar increments, ranging from \$5 to \$300.

To Order or For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ Visit myCITGOstore.com >> Payment Card >> CITGO Cards >> CITGO Gift Card

Benefits

- ▲ No transaction fees
- ▲ No dormancy fee
- ▲ Rechargeable up to 999 times
- ▲ Balance check availability

Cost Savings Tip

Reduce the number of activation fees (10¢ for all first-time activations) and help the environment by encouraging your customers to reuse their Gift Cards.



Debit Cards and EBT

The following is a list of debit and EBT networks currently available to you:



For More Information

- ▲ Contact your CITGO gasoline supplier.
- ▲ To accept debit cards at your location: CITGO POS HelpDesk 800-533-3421, option 2, option 2
- ▲ To accept EBT cards at your location: CITGO POS HelpDesk 800-533-3421, option 2, option 3

Fraud, Chargebacks and Data Breaches

Fraud is a serious threat that could cost you thousands of dollars in fees and chargebacks if your location is not properly protected. While the major card brands have delayed the EMV liability shift at the pump until Oct. 1, 2020, CITGO strongly recommends you continue your outdoor EMV migration path.



Program Revisions Effective Jan. 1, 2018

For More Information

- ▲ Contact your CITGO gasoline supplier

Island Card Reader (ICR) Fraud Program

If your retail location has PCI-compliant software and ZIP verification, you are 100% covered. CITGO will absorb all ICR fraud losses unless:

- ▲ There is attendant involvement
- ▲ The location has overridden CITGO parameters
- ▲ The location is aware of fraudulent activity, but fails to report it to the CITGO fraud department
- ▲ The issuing bank determines the site is the point of compromise
- ▲ The location exceeds a card brand's excessive chargeback threshold

If your retail location has non-PCI-compliant software, all ICR fraud losses will be charged back to you. The program runs for one calendar year and is based on the chargeback date, not the date of the original sale.

Requirements

All CITGO retail locations remain responsible for:

- ▲ Monitoring and reporting suspicious activity to your CITGO gasoline supplier and the CITGO Payment Card Fraud/Chargeback Department (cburke@citgo.com)
- ▲ Performing multiple daily inspections of all pumps and checking for skimming or other foreign devices

ZIP Code Verification Program

ZIP verification is mandatory for all CITGO locations, effective Jan. 1, 2018, except in the State of New Jersey (full service). However, chargebacks will be passed on to New Jersey retail locations.

This added security benefit protects your cardholders' information from improper use on Visa, MasterCard, American Express and Discover transactions. It does not cover debit transactions and fleet accounts for Visa and MasterCard.



For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ To purchase the "We Care" Decal **TydenBrooks**
800-458-SEAL
(800-458-7325)
www.tydenbrooks.com

Best Practices to Prevent Skimming and Data Breaches

Here are some best practices to put into play to help combat skimming and data breaches:

- ▲ Be familiar with the inside of dispensers and POS equipment inside the store
- ▲ Conduct daily inspections of all POS equipment for signs of tampering or foreign devices
- ▲ Lock and secure POS terminals and server boxes to prevent manipulation or removal
- ▲ Utilize security tape over the CRIND doors on all dispensers that indicates “VOID OPEN” when compromised



- ▲ Control access to all POS terminals by allowing repairs from authorized technicians only
- ▲ Use video surveillance cameras to help deter criminals and identify criminal activity

If you detect a skimming device or data breach at your location:

- ▲ Contact your CITGO gasoline supplier and the CITGO payment card operations manager (cburke@citgo.com) and provide the following information—8-digit CITGO location number, address, city, state and ZIP code
- ▲ Shut down the dispenser or POS device and place an “Out of Service” sign on it
- ▲ Save all security video and take pictures of the device dispenser
- ▲ Contact your local law enforcement and provide them with a copy of the receipt from the last transaction



POS Solutions

Now that you've upgraded your POS system to accept EMV cards inside the store, your POS vendor can provide Help Desk support, remote software downloads and the latest software to help address new data security threats, PCI software requirements and enhanced features.



CITGO requires all locations with integrated POS to subscribe to their respective POS vendor's Help Desk in order to receive support and remote software downloads. To subscribe, contact your POS vendor's Help Desk or a CITGO POS Product Manager. (Exception, Vx520 stand-alone terminal)

For More Information

- ▲ Contact your CITGO gasoline supplier.
- ▲ **POS Help Desk Support**
 - ▲ **Gilbarco Passport**
800-800-7498
 - ▲ **NCR**
Contact your NCR reseller directly
 - ▲ **Verifone**
800-889-7829
 - ▲ **Wayne**
800-289-2963
 - ▲ **CITGO POS Help Desk**
800-533-3421, option 2, option 2
 - ▲ **CITGO POS Product Managers**
800-423-8434, ext. 5415
posprod@citgo.com

3 Advertising and Promotions



From advertising campaigns and community relations to local events and loyalty promotions, CITGO continues to bring you engaging creative that catches consumers' attention and draws them into your locations.

Key Messages

Our research keeps us current with messages that resonate with your consumers. Here's what we'll be talking about this year.

TriCLEAN® Gasoline

Consumers expect quality fuel, and that's what they get in every gallon of TriCLEAN® gasoline. Not only does TriCLEAN gasoline help keep fuel injectors and intake valves clean while minimizing emissions, it's a TOP TIER™ gasoline that meets the premier standard for performance set by some of the world's top automakers. Now that's fueling good!



Rewards® Card

Having a dedicated card for fuel helps your consumers keep their budgets organized, but our Rewards Card does so much more than that! With an introductory rebate for new cardholders of 10¢ per gallon for the first 3 months the account is open and 5¢ per gallon after that, the Rewards Card keeps them coming back to your locations again and again.



Locally Owned and Fueling Good

Consumers expect companies to give back locally to organizations that matter to them. In fact, this is one of the key messages that drives purchase intent. So, we'll continue to shine a light on your locally owned CITGO stations and all the good you're fueling in your communities.



Club CITGO

Hundreds of thousands of consumers utilize the Club CITGO app! It's plain to see that good deals on gas and goods along with rewards for loyalty goes a long way to building your bottom line. This year, you can expect a turnkey activation process, four waves of POP, a robust social media presence, regional promotions and sweepstakes opportunities for ALL locations.

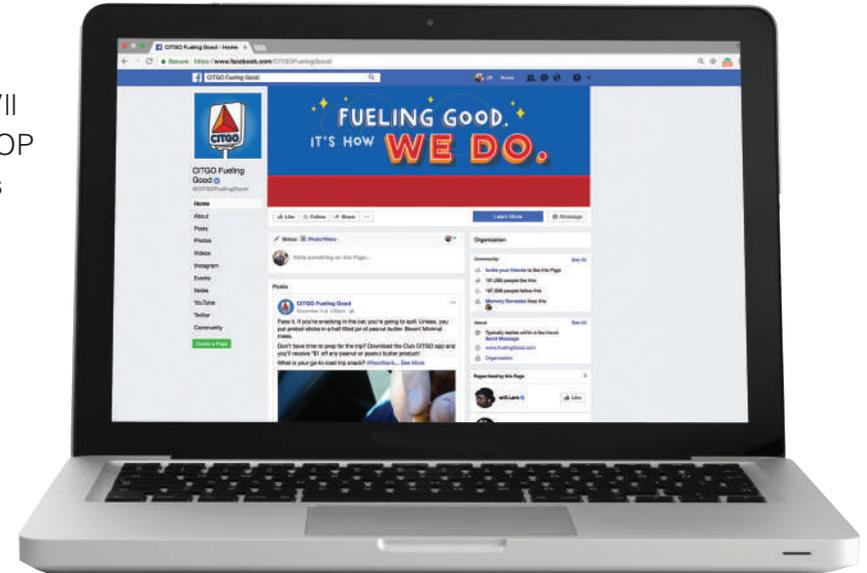


Reaching Consumers

We'll push our key messages out to consumers via a strategic mix of traditional advertising—POP, outdoor billboards, radio and digital—as well as through special regional promotions and a heavy social media presence.

It's an Engagement Party

Our social media calendar will be full of original posts, including those in support of all our key messages. We'll engage with consumers, build excitement around our TOP TIER™ TriCLEAN® gasoline, feature great deals, rewards and sweepstakes offered through the Club CITGO app and promote all the ways we're fueling good and giving back in our local communities.



CITGOFuelingGood



Fueling_Good



@Fueling_Good



FuelingGood

You're Invited

Tag us in your posts with @Fueling_Good any time you fuel good in your communities. And use these hashtags to make sure we see—and help spread—your messages!

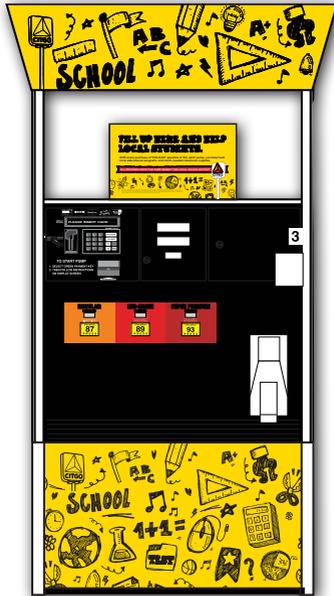
- ▲ #CITGO
- ▲ #ClubCITGO
- ▲ #fuelinggood
- ▲ #TriCLEAN

Fueling Good

Making a difference in your local community sets you apart from your competitors. So, let CITGO help you with these charitable giving initiatives.

Spirit Pump

The CITGO Spirit Pump program is a fundraising alternative that provides you with the opportunity to “pump up” support for local schools and charitable organizations.



The school bus-inspired theme will be applied to all corresponding materials for schools.



The helping hands theme will be applied to all corresponding materials for charitable organizations.

What's Included

- ▲ Free marketing materials, including dispenser skirt and valance decals, pump topper inserts, posters, postcard handouts, cooler decals, wobblers and vinyl banners for the location and school/charity.
- ▲ Local public relations (PR) support, including press releases/media advisories.
- ▲ Optional marketing materials, including customization and extra vinyl banners and pump topper inserts, are available for an additional fee.

How It Works

- ▲ **Partner with a local school/charity** to raise funds.
- ▲ **Designate a pump** at your location for no less than 8 weeks (16-week maximum)
- ▲ **Set a cents-per-gallon commitment** on all purchases made at the Spirit Pump during the program period (minimum guaranteed donation of \$1,000 required)

Reminder!

There is a four-week minimum lead time from when order is placed until materials are received

To Sign Up or For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ Visit mycitgostore.com >> Programs >> Advertising and Promotions



MDA

Thanks to your extraordinary efforts and generosity, CITGO remains the top corporate sponsor of the Muscular Dystrophy Association (MDA), having raised more than \$220 million since 1986.



Shamrocks Against Dystrophy

Sell \$1 and \$5 shamrocks at your locations during the weeks leading up to St. Patrick's Day, and you could earn one of these great prizes.

Grand Prize – Top store managers (one per region) will receive a \$2,500 travel certificate.

Store Manager Incentive – Store managers will receive a \$100 Visa® gift card for every \$1,000 raised.

Store Employee Incentive – One employee per prize level in each region will receive:

- ▲ First Place – \$500 Visa gift card
- ▲ Second Place – \$250 Visa gift card
- ▲ Third Place – \$100 Visa gift card

Create Your Own Event

Here is a small sampling of the many ways you can partner with MDA to make a difference.

- ▲ Make a Muscle mobile program
- ▲ Golf tournaments
- ▲ Bowl-a-thons
- ▲ Social events
- ▲ Muscle walks/runs



To Sign Up or Get Involved

- ▲ Contact your CITGO gasoline supplier
- ▲ Visit www.mda.org
- ▲ **CITGO**
Billie Vitasovic
800-322-4846, ext. 4889
bgrusch@citgo.com

Bess the Book Bus

CITGO sponsors Bess the Book Bus as it travels to schools, community centers, shelters and after school programs across the country.

About Bess the Book Bus

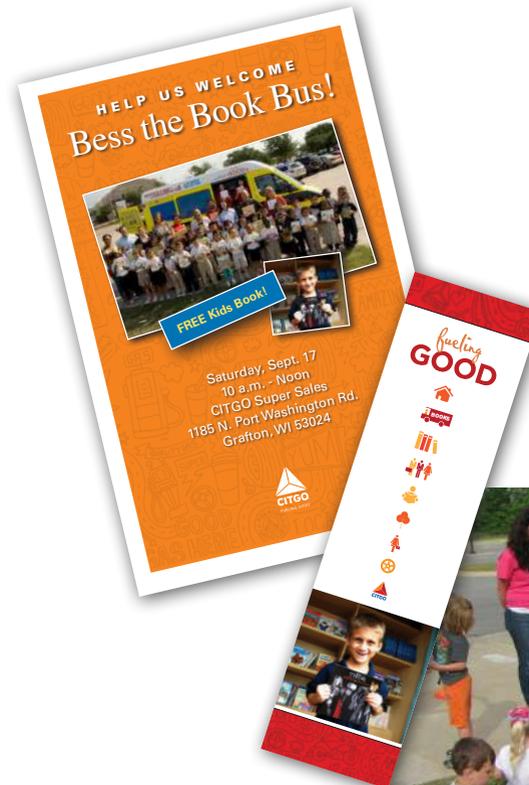
Bess is a non-profit, 501 (c)3 organization committed to extending literacy across the country. Run by Jennifer Frances of Tampa, Fla., the organization visits local communities across the country in a specially designed "book bus," coordinating reading events and providing children with free, new books.

Get Involved

- ▲ Host a reading event at your location
- ▲ Partner with a local school or library
- ▲ Donate books

For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ Visit www.bessthebookbus.org



Be a Star. Buy a Star.

Through this “off the shelf” promotion, your location can sell \$1 and \$5 star blocks to raise money for a local charity or neighborhood organization of your choosing.

What's Included

Just let us know what organization you’re supporting, and we’ll design the POP collateral for you, including pump toppers, flyers, mobile blocks and more.

For More Information

- ▲ Contact your CITGO gasoline supplier



Loyalty Promotions

Building a loyal customer base is key to your business success, so we've developed loyalty promotions to help drive traffic to your locations.

See section 1, page 4-5, for more details on Club CITGO.

Club CITGO

In addition to specialized regional promotions and in-store offers throughout the year, we'll feature the popular "Win Gas for a Year" Sweepstakes. To participate, consumers can register on their Club CITGO app and CHECK IN at your locations for a chance to win \$2,500 in CITGO Gift Cards. To gain additional sweepstakes entries, they can CHECK IN daily at your locations, which means more foot traffic for you!

What's more, you can further increase loyalty and profits by creating your own deals/rewards and customizing offers that are specific to your location only.



See section 2, page 24-25, for more details on the CITGO Rewards Card.

Rewards® Card

New cardholders receive 10¢ in fuel statement credits on every gallon of fuel purchased for the first three months their account is open and 5¢ per gallon after that. And, you can make their fill ups even more rewarding by offering an additional discount at the pump when they pay with their Rewards Card. We'll even do our part to help by providing you with special POP to promote the extra cardholder bonus.



Debit Plus Card

New cardholders receive double savings instantly on every purchase—2% in-store and at the pump—for the first 60 days their account is open and 1% after that.



Local Events

We're here to help you promote your business in many ways, including customized marketing and promotional materials—in store and at the pump—such as banners, buttons, coupons, flyers/posters, outdoor billboards, print ads, pump toppers, radio/TV spots and more!

Customer Appreciation

Let your customers know how much you appreciate their business with a special event dedicated to them!



Grand Opening

Celebrate the start of something good in the neighborhood—your business!



What's Included

These kits ship upon request from your CITGO gasoline supplier and include POP materials, customizable flyers and coupon sheets, t-shirts and various giveaways.

Cost

All customer appreciation and grand opening materials are available at no cost, excluding special event giveaways.

For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ **iCoStore**
(novelty items and giveaways)
Sandy Powell
888-839-7366, ext. 2244
sandy@icostore.com
www.citgogear.com

Public Relations (PR)

PR is a great tool to help you share and amplify the ways you're giving back in your local community. As a CITGO Retailer, you are eligible to receive customized PR support.

To Share a Good News Story or For Questions and More Information

- ▲ Contact your CITGO gasoline supplier

Benefits

- ▲ Placement of positive information about you and the recipients of your good works through various outlets
- ▲ Rapid-fire responses to inaccurate or misleading information
- ▲ No cost to CITGO Retailers



In 2017, nearly 600 placements featured your good works!





4 Retail Operations



A smooth operation is a successful operation, that's why we back up the bricks and mortar of your retail location with a wide range of resources to enhance processes and procedures, increase sales and lower overhead costs.

MyCITGOstore.com

MyCITGOstore.com is your single resource for important brand news, program offerings, learning tools and other primary business services. Having direct access to this key information gives you a competitive advantage in the C-store marketplace and a greater knowledge of all the CITGO brand has to offer.

Currently, myCITGOstore.com features information on:

- ▲ **CITGO Brand Image** – Stunning visuals, video testimonials, a list of CITGO-certified installers and an FAQ sheet
- ▲ **CITGO Retailing Institute** – Information on educational seminars, operational tools and the adoption of new programs, processes and procedures
- ▲ **Club CITGO®** – Access to the Retailer portal, training videos and special marketing information, including the latest advertising, deals, rewards, promotions, events and more
- ▲ **Payment Card** – Up-to-date information regarding the status of EMV migration as well as sales tools for promoting the CITGO Rewards® (including a fee savings calculator), Fleet and Debit Plus cards
- ▲ **Programs** – At-a-glance view of all programs available to you as a CITGO Retailer—facility/appearance, advertising promotions, education and technology
- ▲ **Promotions** – Campaigns surrounding our key messages, easy-to-implement programs that help you fuel good in your community, details on current consumer/loyalty promotions and local events
- ▲ **Trimark of Excellence** – Tips and tricks for improving mystery shops, shop results, performance check-ups, training videos and more
- ▲ **Vendor Partner Offers** – special programs and pricing on everything from dispensers and curb restoration to lighting and POS systems

MyCITGOstore.com also provides access to detailed information on TriCLEAN® gasoline, brand advertising campaign materials and quarterly newsletters.

Benefits

- ▲ No out-of-pocket expense to Retailers
- ▲ Mystery shop scores
- ▲ Club CITGO Retailer portal
- ▲ Real-time access to important CITGO brand news

To Register Your Location

1. Visit myCITGOstore.com
2. Click “Log In/New User”
3. Click “Register Your Store”
4. Complete the short registration form
5. Click “Submit”

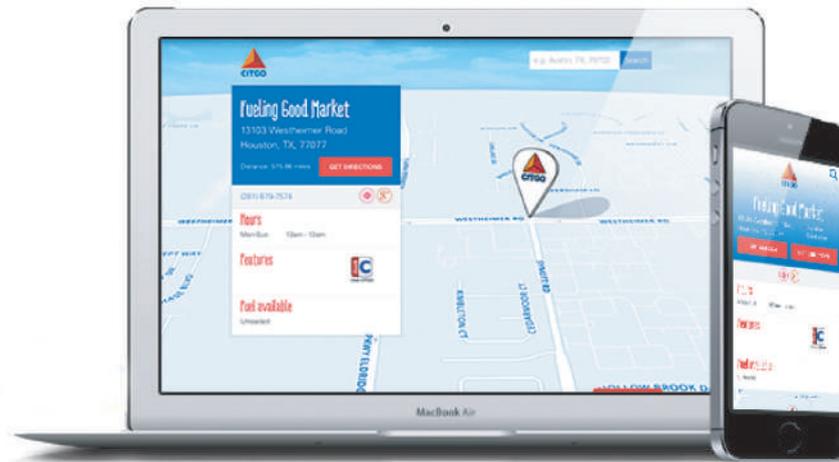


Retail Location Webpages

All CITGO locations have a webpage that includes information like your store name, address, phone number, directions and a customer feedback survey. The optimized pages ensure that when consumers search for the “closest gas station near me,” your location is one of the first they see!

The C-Store Lab

This state-of-the-art convenience store, located minutes away from CITGO corporate headquarters, serves as a working laboratory for CITGO-brand concepts and promotions. We designed it with your success in mind, to aid in the adoption of road-tested programs, processes and procedures.



Check myCITGOstore.com (Retailing Institute Tab) often for the latest updates!

Benefits

- ▲ Mobile-friendly design
- ▲ Simple-to-use consumer feedback feature
- ▲ Ability for consumers to connect instantly with Club CITGO, CITGO Rewards® Card and TriCLEAN® gasoline information

For More Information, to Schedule a Tour or to Submit Test Ideas

- ▲ Contact your CITGO gasoline supplier
- ▲ **CITGO Retail Development**
Jim Cox
281-450-4497
jcox5@citgo.com
- ▲ Visit myCITGOstore.com>> Retailing Institute>>C-Store Lab



Store Supplies

CITGO has negotiated a national program for special savings, exclusive pricing and other benefits from Office Depot®. As a CITGO-branded Retailer, you'll enjoy 15-55% discounts on the most commonly used office supplies and the option to customize the program by adding high-use products to your account.

Betco SmartStore® Convenience Retailing Cleaning Program

In addition to deep discounts on office products, POS supplies, technology solutions and copy/print services, you'll also receive the benefits of the Betco SmartStore cleaning program, including:

- ▲ **FASTDRAW® Dilution System** – Saves you up to 97% when compared to standard, ready-to-use cleaning chemicals. The dispensers and installation with support services are free.
- ▲ **SmartValve® System** – Reduces water consumption and your water/sewer bills by up to 40,000 gallons or \$600 per urinal, per year.
- ▲ **Clario® Skin Cleanser and Hand Sanitizer** – Extremely competitive pricing and free dispensers.



For More Information

▲ Office Depot

Joey Garrison
855-337-6811, ext. 16043
citgo@officedepot.com

▲ Betco Corporation

Glenn Cilimberg
419-725-3977
gcilimberg@betco.com

Uniforms and Name Tags

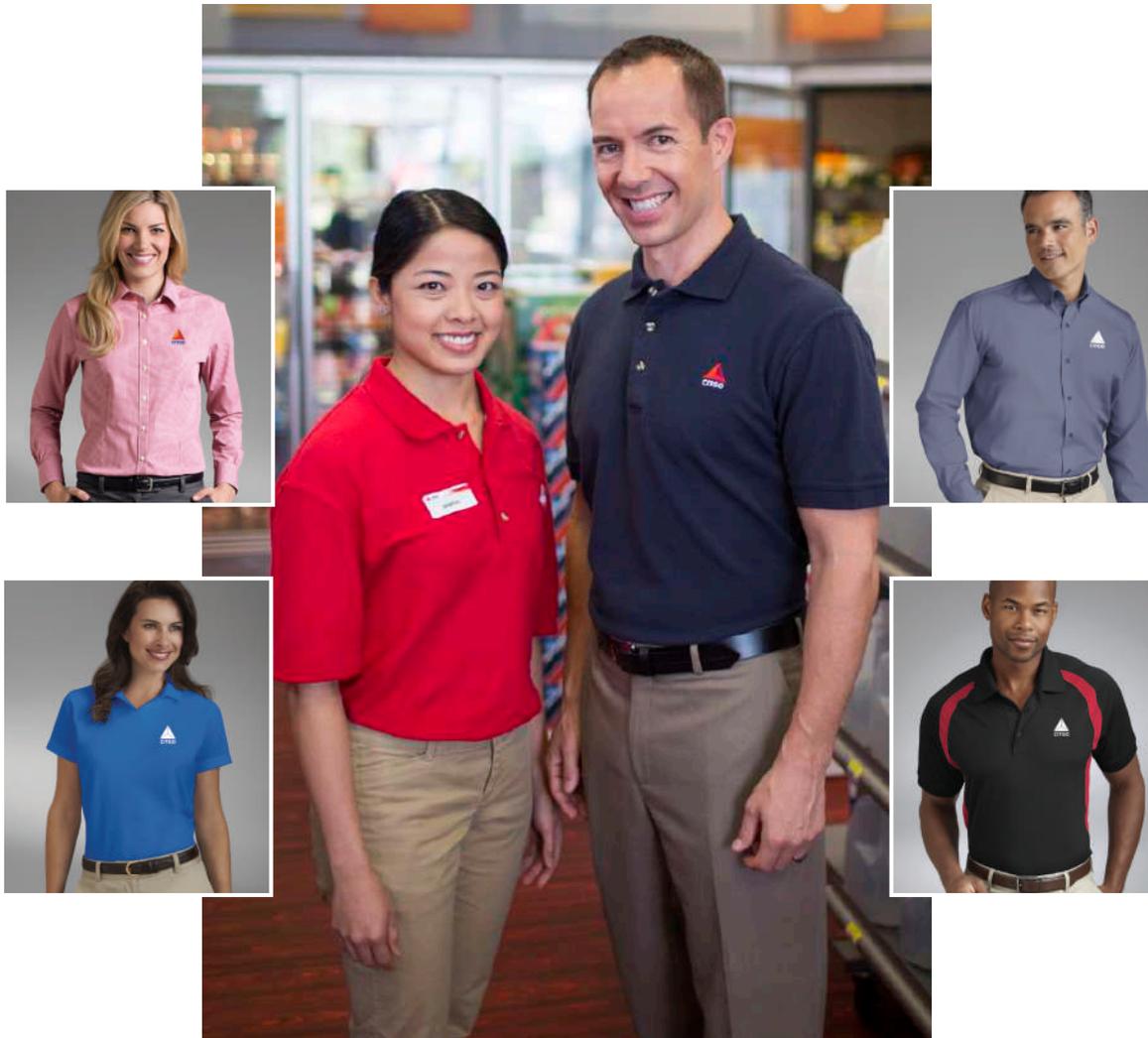
Make a great first impression with a CITGO uniform and name tag. You can choose from a wide variety of apparel at competitive prices—aprons, blouses, camp shirts, caps, name tags, pants, polos, outerwear, shorts and more!



A \$150 uniform voucher to iCoStore is included in the Conversion Kit (shipped out when a location reaches Branded (B) status).

To Order or For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ **iCoStore**
Sandy Powell
888-839-7366, ext. 2244
sandy@icostore.com
www.citgogear.com
- ▲ **CINTAS**
Shalyn Berkowitz
800-543-4450 (purchase)
866-725-6273 (rental)
berkowitzs@cintas.com
www.cintas.com



Cups and Bags

As a CITGO Retailer you'll enjoy a selection of professional-looking hot and cold cups, travel mugs and plastic bags, complete with CITGO branding.



CITGO Buying Group

We're always negotiating to get you the best deals and support for your business. As a member of the CITGO Buying Group, you can leverage our buying power to gain access to a huge selection of business services and supplies, wholesale distributors and in-store products.



To Order or For More Information

- ▲ Contact your CITGO gasoline supplier
- ▲ **The Morrison Group**
Allan Patterson
866-508-5303
a.patterson@morrisononline.com

For More Information and to Enroll

- ▲ Contact your CITGO gasoline supplier
- ▲ **CITGO Buying Group**
866-90-CITGO
(866-902-4846)
www.mycsquare.com/programs.aspx



Vendor Contacts

CITGO AMERISTORE®

C7 Works

(Store Plans)
Marshall Hare
804-496-6816, ext. 122
marshall@c7works.com

Mountain Commercial Graphics

(Interior Graphics and Retrofit Kits)
Jonathan Coronado
1-800-950-4923, ext. 6625
jonathanc@mountain-cg.com

CITGO Buying Group

866-90-CITGO (866-902-4846)
www.mysquare.com/programs.aspx

Canopies and Lighting

Cree

(Under Canopy, Fascia – Illuminated
and Store Lighting)
Craig Allen
252-257-2141
callen@cree.com

Lane Supply

(New Canopies, ACM Repair and
Canopy Installation)
Lawrence Prater
817-261-9116
lprater@lanesupplyinc.com

LSI Petroleum Lighting

(Under Canopy, Fascia – Illuminated
and Store Lighting)
Tom Wright
832-866-1155
tom.wright@lsi-industries.com

SloanLED

David Burgoon
623-687-8635
dburgoon@sloanled.com

Dispensers

Wayne Fueling Systems

Steve Van Vlack
512-238-3657
steve.vanvlack@doverfs.com
www.wayne.com

Gilbarco Veeder-Root

Bryan Crossan
336-279-0285
bryan.crossan@gilbarco.com
www.gilbarco.com

Bennett Pump Company

Ken Turcotte
865-227-4039
kturcotte@bennettpump.com
www.bennettpump.com

Employee Support

NACS Employee Screening Test

Doug Spencer
703-518-4296
dspencer@nacsonline.com
www.nacsonline.com/employeeselection

Schedule Base

(Employee Scheduling Tool)
Sales/Customer Service: 1-800-874-8801
sales@abs-usa.com
www.schedulebase.com



Shopclock

(Employee Time Card System)
1-877-988-8787
www.shopclock.com

Financing

Patriot Capital

Richard Browne
404-977-1251
richard.browne@patcapfinance.com
www.patriotcapitalfinance.com

Ascentium Capital

Tony Ziegler
281-883-5005
tonyziegler@ascentiumcapital.com

Grand Opening/ Promotional Materials

iCoStore

Sandy Powell
1-888-839-7366, ext. 2244
sandy@icostore.com
www.citgogear.com

LED Price Signs

SignResource Identity Group

Sharon Wise
323-771-2098, ext. 3413
citgo@signresource.com
www.signresource.com

Loyalty Technology Providers

Outsite Networks, Inc.

(Club CITGO)

Jack Piet

412-401-1099

jpiet@outsitenetworks.com

www.outsitenetworks.com

KickBack Rewards Systems

Ray Weaver

901-359-0243

ray@kickbackpoints.com

www.kickbacksystems.com

The Pinnacle Corporation

Melissa Hadley

817-795-5555, ext. 175

Cust. Service: 1-800-366-1173, ext. 282

mfohadley@pinnncorp.com

www.pinnncorp.com

Mystery Shop Program

Alta360 Research

Craig Watterson

971-371-1411

cwatterson@ritterassociates.com

Service Station/C-Store Supplies

C7 Works

(C-store Equipment, Design and Project Management)

Marshall Hare

804-496-6816, ext. 122

marshall@c7.com

Concept Communications Company

(C-Store Products)

1-800-323-3524

www.cstore1.com

Dippin' Dots Ice Cream Program

Matthew Stark

615-584-9477

matsta@dippindots.com

GSP Retail

(Store Front Spanner Frames)

Lauren Bowers

bowers@gspretail.com

FlexRoller

(Cooler Shelving Systems)

Don Jett

888-745-9229, ext. 111

don@bruegmann-usa.com

www.flexroller.com

HiCorp

(Building Signs, Snap Lock Frames)

John Benzinger

1-800-652-6051, ext. 109

john@hicorp.com

www.hicorpinc.com

Infinitidecor

(Rolling Gondolas)

Dan Cooper

817-309-2700

dan.cooper@marcocompany.com

www.infinitidecor.com

Lozier Design Solutions

(Rolling Gondolas)

www.lozier.com/gondolas

The Morrison Group

(CITGO-Branded Cups, Mugs and Bags)

Allan Patterson

1-866-508-5303

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Office Depot

Joey Garrison

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Opto International, Inc.

(Rolling Gondolas)

Jamie Poulos

847-541-6786

jpoulos@optosystem.com

www.optosystem.com

Rugid Guard

(Fuel Island and Curb Restoration)

Tina Herschbach

618-477-1617

rugidguardusa@gmail.com

www.rugidguardusa.com

Techquidation

Scot Arnold

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VIVA Coffee Program

Jack Kimberly

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Site Evaluation

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Kalibrate

Marianne Hillhouse

918-877-5658

marianne.hillhouse@kalibrate.com

Store & Restroom Cleaning/Supplies

Betco Corporateion

Glenn Cilimberg

419-725-3977

gcilimberg@betco.com

CINTAS

Shalyn Berkowitz

866-725-6273

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Uniforms and Name Tags

iCoStore

Sandy Powell

888-839-7366, ext. 2244

sandy@icostore.com

www.citgogear.com

CINTAS

Shalyn Berkowitz

Purchase: 800-543-4450

Rental: 866-725-6273

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