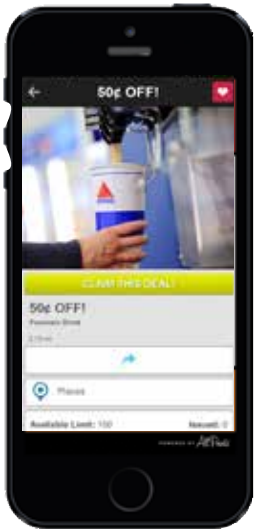


Join the Club!

Club CITGO Loyalty Rewards Program

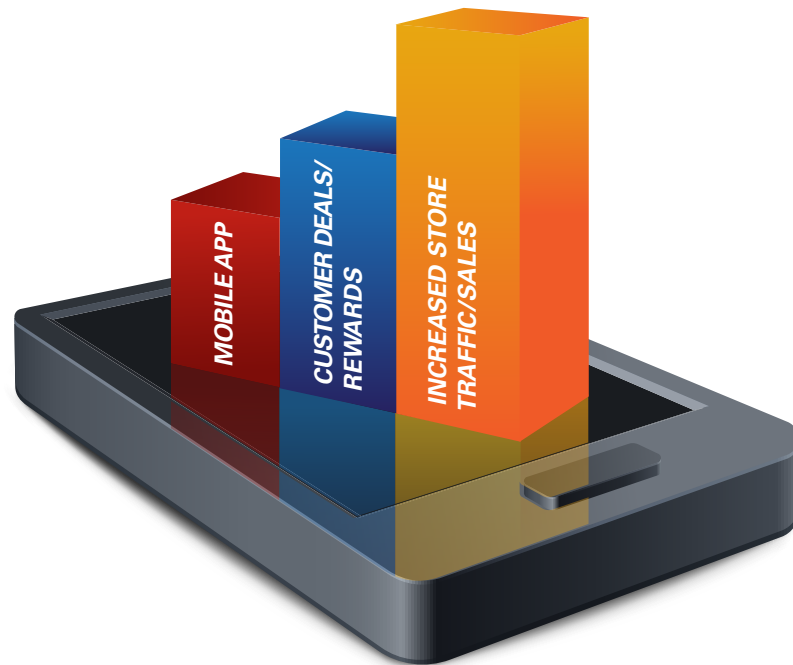




What is Club CITGO?

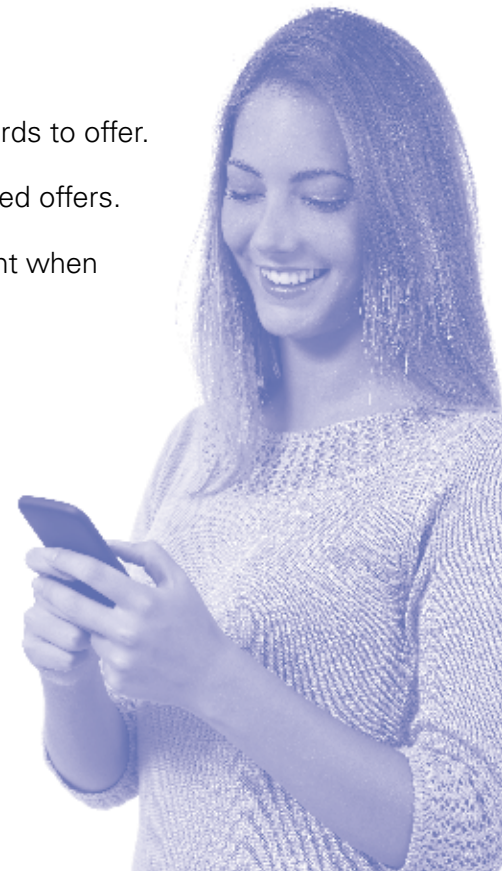
Club CITGO is the loyalty solution you've been waiting for!

Your customers will love this easy-to-use mobile app that allows them to take advantage of special deals/rewards and sweepstakes at your locations and share their shopping experiences via social media. And, you'll love the increase in store traffic, repeat customers and impulse sales that come with it.



Why Should I Join the "Club"?

- 1 **Customizable** – You choose what types of deals and rewards to offer.
- 2 **Inexpensive** – No up-front costs; national and CITGO-funded offers.
- 3 **Easy** – Spend as little or as much time and effort as you want when developing your location's deal and reward offerings.
- 4 **Flexible** – Works well with a variety of POS systems and other loyalty programs you might already be running.
- 5 **Mobile Marketing** – Extend your location's deals and rewards out to the fuel pumps and throughout the community with proximity mobile alert offers.



MOBILE APP

This app allows you to push a variety of national and location-specific deals and rewards to your customers via their smart phone.

App Features

Our custom Club CITGO app is available in iPhone and Android formats and offers a dynamic, mobile loyalty experience that:

- attracts customers to your store
- encourages and rewards return visits

Key Features

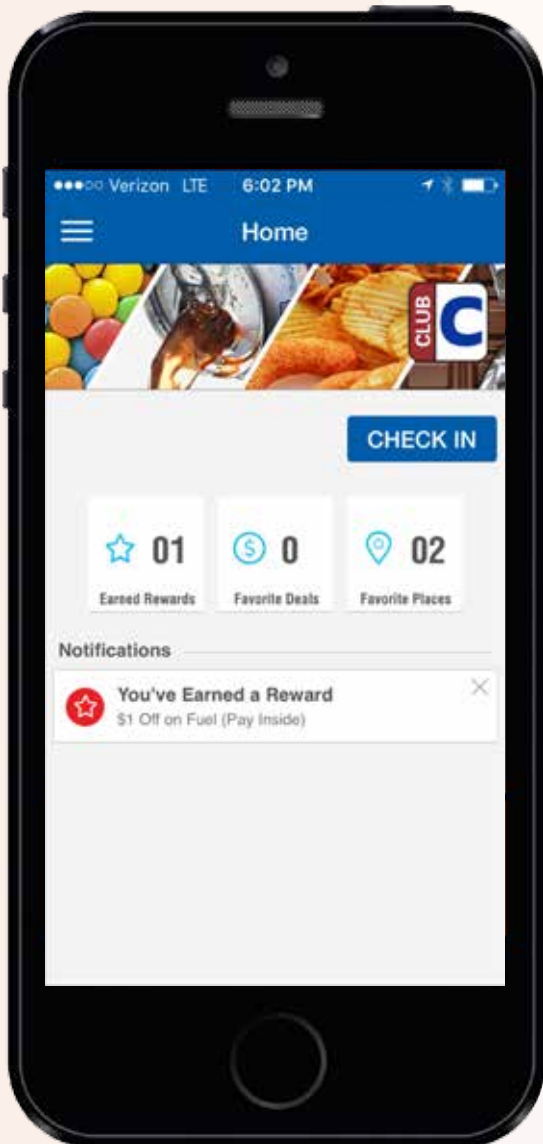
- 1 In-Store Deals and Rewards
- 2 Sweepstakes Promotions
- 3 Location Finder
- 4 CHECK IN Capability
- 5 Customer Feedback
- 6 Promo Pages – Location Amenities, Employment Opportunities, Fuel Prices, Food Menus, Monthly Specials and More

Download the app

and see for yourself all that Club CITGO has to offer!

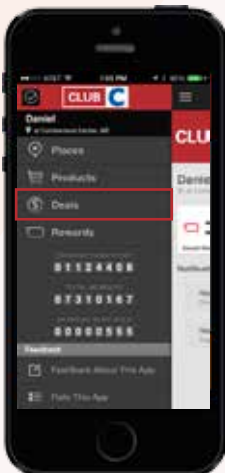


www.clubcitgo.com



Deals and Rewards

Customers receive and redeem mobile deals and rewards through their smart phone.



View current deals/rewards on the mobile app



Select desired deal



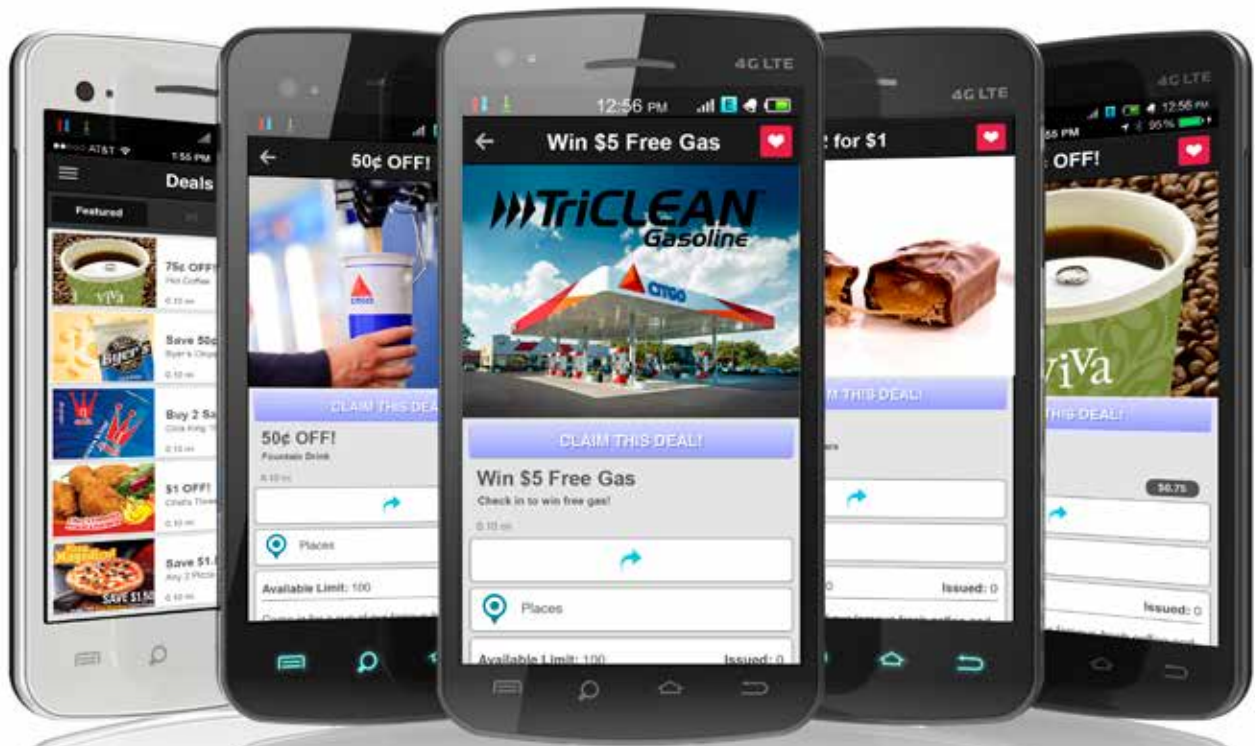
Tap "Claim This Deal"



Tap "Use Now"



Show deal to cashier for redemption



Club CITGO lets you offer a wide selection of deals and rewards on popular C-store products, and tailor them to your customers' buying habits. **Best of all, the cost to participate is included as part of the Trimark Promotions Fund!**

Deals

- 1 National vendor-funded deals are available to all CITGO locations.
- 2 Location-specific deals are set up and funded by individual CITGO Retailers and made available only to specified locations.

Examples

- Buy two 20 oz. sodas and get 50¢ off
- Buy two king size candy bars for \$2
- Save \$2 on fuel

Rewards

Rewards are similar to deals, but they are earned by the customer.

Types of Rewards

- CHECK IN – Customers CHECK IN each time they visit a participating location and earn a special offer after a certain number of CHECK INs.
- Social Sharing – Customers share information about deals claimed/rewards earned at participating locations via social media for chances to win special offers and rewards.

How to Enroll

It's easier than ever to "join the Club" through a turnkey activation process. Just follow these simple steps:

- 1 Visit myCITGOstore.com
- 2 Click on the Club CITGO tab
- 3 Scroll down to the Sign Up & Launch section and follow the six steps outlined.

Unlock the Potential

While ALL CITGO locations are activated on the app for every sweepstakes effort, **Club CITGO Premium** locations will enjoy many extra benefits. Their customers can redeem deals, earn rewards and participate in sweepstakes through the app. While customers at all other locations can only CHECK IN to participate in sweepstakes; they cannot redeem deals or rewards.



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

Account Management and Training

We'll provide each retail location with complete account management and training videos via **myCITGOstore.com**. Here, Retailers will be able to manage any content that appears in the app and share important training information with their store employees.

Think of it as "Mission Control."



Key Features

- 1 Review national deals and rewards available to you.
- 2 Create your own deals and rewards specific to your location(s).
- 3 Share customizable information about your location(s).
- 4 Analyze results of deals, rewards and promotions.
- 5 Take advantage of a complete suite of training videos geared toward retail management and store employees.

FUTURE INNOVATIONS

Take a look at some of the exciting innovations we have in store over the next year.

Coalition Partnerships

CITGO is working with select vendors, regionally and nationally, to test partnerships within Club CITGO. These partnerships include sharing reward systems to give consumers extra discounts or points, spending points within the Club CITGO app on gas and goods and even prizes during sweepstakes.



POS Scan

We're taking mobile transactional engagement to a whole new level with POS scanning. With this technology, prices on Club CITGO in-store deals are automatically discounted at the register.



Mobile Payments

With the launch of mobile payments, customers will pay for their fuel and in-store purchases with just a touch of button on their smart phone.

Contact Us

For more information on getting started, contact:

Club CITGO Customer Service

888-2-GO-CLUB (888-246-2582)

clubcitgo@citgo.com

For more information on additional loyalty programs, contact:

Outsite Networks

Jack Piet

Sales Manager

412-401-1099

jjpiet@outsitenetworks.com

www.outsitenetworks.com

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