

VALERO ENERGY CORPORATION

Advertising Overview

(Source: Valero's Dealer Business Development Guide – March, 2005)

“Valero will provide unit-level support to those locations converting to the Valero Premier Brand. This will occur in two phases:

- Phase One communicates to customers that a location will be undergoing changes, and although there will be a different look, they can expect the same friendly faces and courteous service, as well as a bright new image.
- Phase Two will capitalize on the grand re-opening of newly converted units. We'll supply a colorful package of pennants, balloons and banners for your grand re-opening celebration. In addition, we'll provide artwork for newspaper ads and billboards as well as scripts for radio ads – all designed to signal consumers in your area that the Valero brand is offering something new and exciting. We will also provide a number of promotional tools (e.g. coupons, flyers, etc.) appealing to potential and existing patrons alike.

As the Rebranding effort nears completion in a market, the focus will shift to a broader-based approach where concentration and economics allow. This effort will be designed to reach a larger audience and promote brand recognition. We will also supply a comprehensive Advertising Guide containing everything from sample newspaper ads to radio scripts as well as designs for highway billboards.”