

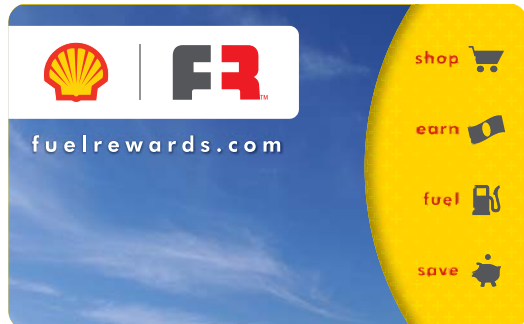
# ATTENTION SHELL WHOLESALEERS, RETAILERS & STATION MANAGERS!



## EXCITING NEWS!

Due to the success of the Fuel Rewards® “Earn on Fuel” Campaign, Shell has decided to **extend the offer through June 4, 2017**. Fuel Rewards members will continue to earn a 5¢/gal reward when they purchase at least 8 gallons or more of Regular, Plus or Diesel OR 10¢/gal reward when they purchase at least 8 gallons or more of Shell V-Power® Nitro+ Premium Gasoline.

# FUEL REWARDS® "EARN ON FUEL" OFFER



## HOW IT WORKS:

1. Customer picks up a FREE card, then activates it at [fuelrewards.com](http://fuelrewards.com), or by downloading the Fuel Rewards app today. New Fuel Rewards members will receive a 25¢/gal sign-up bonus after their first fill-up of at least 8 gallons of any grade of Shell fuel. The 25¢/gal sign-up bonus can be redeemed on their second fill-up.
2. Once the customer has joined the Fuel Rewards program, they purchase at least 8 gallons or more of Regular, Plus, Diesel or Shell V-Power® NiTRO+ Premium Gasoline by June 4, 2017 using their rewards card, or by entering their Alt ID which is their phone number.
3. Immediately after making a qualifying fuel purchase of Regular, Plus, or Diesel, an additional 5¢/gal reward will be automatically added to the member's Fuel Rewards account to redeem on their next fill-up. If the member purchases Shell V-Power® NiTRO+ Premium Gasoline, a 10¢/gal reward will be added to their Fuel Rewards account.

You will receive a new POP kit to post for June 5, 2017.

If you need any replacement POP please contact Pointsmith at 1-800-762-5213.

**Thank you for your continued support of the Fuel Rewards program and for your efforts to help gain new Fuel Rewards members!**

Sincerely,

A handwritten signature in black ink, appearing to read 'Lori Van Ryan'.

Lori Van Ryan  
BTL & National Promotions Mgr.