

DEAR SHELL WHOLESALE & RETAILERS

The issuer of fuelperks! is ending the program. The last day customers can redeem their fuelperks! is April 30, 2017.

Encourage customers to continue saving on Shell fuel by signing up for the Fuel Rewards® program. Members earn at least 5¢/gal on EVERY FILL of 8 gal. or more at Shell. And now, for a limited time, when **NEW** members join the Fuel Rewards® program they can save 25¢/gal on their second fill-up.

Please follow these important steps to help ensure your site is ready to continue communicating this program change to customers:

- **OBSERVE** appropriate safety measures when installing Point-of-Purchase (POP) materials.
- **POST** the **NEW** fuelperks! Customer Notification Decals **on February 20, 2017.**
- **YOUR STORE PROFILE AND EXEMPTION STATUS** determines the materials you received. If you did not receive certain POP materials, you may need to update your store profile or exemption status. Please contact Pointsmith at 1-800-762-5213 to update your store profile. To update your exemption status, log in to Shell Source, click on "Branding", then "MMP Scores". This will bring you to the People Make the Difference Real website. Then click on "Performance Reporting" then "MMP Exemption Report".

If you have any questions about the POP, please contact Pointsmith at 1-800-762-5213.

Sincerely,



Lori Van Ryan
BTL & National Promotions Mgr.

fuelperks! CUSTOMER NOTIFICATION DECALS DISPLAY FEBRUARY 20, 2017

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NOTIFICATION DECALS

Enclosed is a set of fuelperks! Customer Notification Decals to post on you dispensers in addition to your existing Fuel Rewards® Instructional Decals. Please install decals as instructed below.

1. Before removing the decal backing, position the decal as instructed on the illustration below.
2. Slowly peel off the backing while firmly pressing the decal with the squeegee to remove air bubbles. Go over the decal with the squeegee to ensure the decal is firmly adhered to the dispenser.

SAFETY FIRST!

Establish an adequate safety zone by placing cones around the dispenser before installing.

PAYMENT ZONE

The fuelperks! Customer Notification Decal may be placed on the face of the dispenser as close to the credit card reader as possible.



NEW
fuelperks! Customer
Notification Decal

Remember, **continue to display** your existing instructional decals or overlays.



Instructional Decal

OR



Instructional Overlay



EQV9917