



**T-MOBILE TUESDAYS PROMOTES
THE FUEL REWARDS PROGRAM®**



COMING: Tuesday, January 24th, 2017

Offer: *Next T-Mobile Tuesday occurs January 24th, 2017*

T-Mobile is promoting Shell and the Fuel Rewards program as the featured offer in their “T-Mobile Tuesdays” mobile app on January 24th, 2017!

T-Mobile Tuesday App Holders can take advantage of the following offers*:

- Featured Offer: Chance to win a Shell Gift Card or Fuel Rewards code in one of the following values:
 - 1 of 2 \$2,500 Shell Gift Cards
 - 1 of 1,400 \$25 Shell Gift Cards
 - Or a 25¢ Fuel Rewards savings via Reward Code
- Evergreen Offer: Share the gift of a 25¢ Fuel Rewards code with a friend or family member

*Limit: 1 Fuel Rewards code per Fuel Rewards member

T-Mobile Tuesday App Holders can take advantage of the offers above by:


- Current Fuel Rewards members are taken to the “Enter a Reward Code” screen on the Fuel Rewards mobile app. Members will hit “Apply” to add the reward code to their Fuel Rewards balance
- New Fuel Rewards members are prompted to download the Fuel Rewards app where they can join the program and apply the reward code to their Fuel Rewards balance

Success Factors for Shell and the Fuel Rewards program

Key Performance Indicators from past promotions with T-Mobile:

- Millions of T-Mobile customers view the featured T-Mobile Tuesdays offer each week
- Millions of gallons dispensed by T-Mobile customers who took advantage of the Fuel Rewards promo
- Record breaking day for the Fuel Rewards program!!! The August promotion resulted in the most registrations on a single day ever!!!
- Fuel Rewards app trended in Apple App Store & Google Play
 - Over 300k downloads of the Fuel Rewards app as a result of this promotion!

TOP FREE APPS >

1.  Fuel Rewards@ program Shopping
2. Amazon App: shop, browse, sc... Shopping
3. Wish - Shopping Made Fun Shopping
4. OfferUp - Buy. Sell. Simple. Shopping
5. letgo: Buy & Sell Second Hand... Shopping
6. Mercari: The best shopping ma... Shopping
7. RetailMeNot Shopping Deals, ... Shopping
8. Groupon - Deals, Coupons & S... Shopping
9. Poshmark: Buy & Sell Fashion Shopping
10. eBay: Buy & Sell Electronics, F... Shopping

Marketing

T-Mobile:

- T-Mobile Tuesdays app users will receive a push message displaying the Fuel Rewards offer

