



February 17, 2015

Dear Branded BP Marketer:

BP follows policies and programs designed to prevent sales of tobacco to minors at your retail sites. Why? According to the Center of Disease Control (CDC) and Food and Drug Administration (FDA):

- Each day, more than 3,200 persons younger than 18 years of age smoke their first cigarette and an estimated 700 kids become daily cigarette smokers. More than 80% of established adult smokers begin smoking before age 18.
- More than 10 million youth aged 12-17 in the United States are either open to trying smoking or are already experimenting with cigarettes—meaning they have tried fewer than 100 cigarettes in their lifetime.
- Each day, an estimated 2,100 youth and young adults who have been occasional smokers become daily cigarette smokers.
- 1 child out of every 13 alive in the U.S. today will die early from smoking.

The Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act) became law on June 22, 2009. It gives the FDA the authority to regulate the manufacture, distribution, and marketing of tobacco products to protect public health.

FDA recognizes that virtually all new users of tobacco products are under 18 years old. Many new users will become addicted before they are old enough to understand the risks and ultimately will die too young of tobacco-related diseases.

In addition, the U.S. Drug Enforcement Administration (DEA) has added some of the compounds used in making “bath salts” and other synthetic drugs to the federally-controlled drug schedule as a Schedule 1 controlled substance. Please note that the sale of synthetic drugs (products that are designed to mimic the effects of marijuana, amphetamines, and other illegal drugs) are themselves illegal. Therefore, the possession, distribution, sale and use of these synthetic stimulants are a violation of federal law and, in many cases, state law as well.

According to the DEA, these products are sold at a variety of retail outlets including service stations under brands such as “Ivory Wave”, “Purple Wave”, “Vanilla Sky”, “Bliss”, “Spice”, “K2”, “Blaze”, “Red X Dawn” and other names, and are usually labeled as incense or other legal products to mask their intended purpose. These substances have been shown to have harmful physical effects in those who take them.

Both your supply contract with BP and the Petroleum Marketing Practice Act (“PMPA”) require you to comply with all federal, state and local laws. In addition, your supply contract with BP requires you to comply with BP’s image standards.



All BP-branded sites are prohibited from displaying, using, storing, offering or selling illegal drugs, OR synthetic drugs produced to mimic illegal drugs, (including, but not limited to cannabinoids), or items that are intended or designed for use in ingesting, inhaling or otherwise consuming like an illegal drug. In addition to the synthetic drugs themselves, prohibited items include, but not be limited to, pipes, tubes, roach clips, instructions or descriptive materials, or containers for concealing illegal drugs or paraphernalia.

I would appreciate your diligence in ensuring that all of your BP-branded sites are periodically checked to ensure the sites meet all contractual obligations including, but not limited to, prohibiting the sale of tobacco to minors and the sale of synthetic drugs.

Please join us in preventing sales of tobacco to minors, and the sale of synthetic drugs, at the retail sites you operate under the BP family of brands. BP and its franchisees and dealers are under the same federal mandate to prevent the sale of tobacco to minors. Moreover, the sale of synthetic drugs is receiving increasing scrutiny from law enforcement officials at the state and federal levels. Failure to abide by the terms of your agreements with BP concerning the sale of tobacco to minors, the sale of synthetic drugs and drug paraphernalia, and compliance with laws in general, may result in loss of the privilege to operate under the BP brand at a non-complying site and termination of your agreement with BP.

Thank you for your past and future compliance to this important public safety concern and your continued business with BP.

Sincerely,

A handwritten signature in black ink that reads 'Theodore Pereira'.

Theodore Pereira
Sales Operations Manager
EoR Fuels Value Chain