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**MEDIA RELEASE
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PETRON HOLDS CUSTOMER APPRECIATION DAY IN PENANG

PENANG, November 26, 2013— Petron Malaysia recently concluded a successful “Customer Appreciation Day” in all of its 18 Petron service stations in Penang, where customers and their families participated in fun activities that won them various Petron merchandises.

As a treat to customers and their children, a mini-carnival was put up at all Petron service stations. Prizes such as bicycles and hampers were given out to children who participated and won in a colouring contest. Famous TV cartoon characters, Upin & Ipin also made their special appearance to the delight of the kids.

Meanwhile, Smiles Loyalty cardholders were given the chance to redeem their points to purchase electronic items at Treats, which simultaneously offered exciting promotions.

“Petron is honored to be part of its customers’ lives. This celebration commemorates the introduction of Petron in Penang and at the same time gives us a chance to thank our customers for supporting us throughout the year. We look forward to serving them better by offering more value-added services and exciting incentives that will make their experience at Petron more rewarding,” Petron Malaysia Head of Retail Business Puan Faridah Ali said.

The Blue Jackets Society, a group of high-performance cars enthusiasts, also joined the celebration by displaying 10 Porsche cars at the Juru service station. The said Porsche cars had been travelling up the North-South highway over the weekend to spread Petron’s road safety message ‘Seat Belts Saves Lives.’

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“This is also a great opportunity to let our customers get to know our premium products and unique brand of customer service. It is also a chance for our dealers to forge stronger bonds with their customers,” Puan Faridah added.

A Petron Service Station sets itself apart from other petrol stations by offering quality fuels and a consistently rewarding customer service experience. Besides having amenities such as clean toilets, water, and air as well as *Surau* for Muslim prayer, Petron stations are run by friendly personnel who go the extra mile to ensure motorists’ convenience and safe journeys. To complete a traveler’s journey, Petron also operates a convenience store, Treats - which offers a full range of products from snacks and beverages, to toiletries and basic motoring needs.

“Moving forward, our customers can continue to rely on Petron as their partner on the road. We are passionate about fostering our relationship with our Malaysian customers everywhere in line with what our brand exemplifies—innovative products, excellent service, and successful partnerships built on trust, and caring for our customers,” Puan Faridah concluded.

Petron started operations after its successful acquisition of ExxonMobil’s downstream businesses in Malaysia in April 2012. Since then, it has introduced its high-performance and environment-friendly fuels Blaze RON 97, Blaze RON 95, and Diesel Max. Formulated with world-class additives, these products were especially developed for local driving conditions. Petron Gasul, a trusted Liquefied Petroleum Gasoline (LPG) product in the Philippines for 50 years, was also introduced to Malaysian households. The company is also currently undergoing a reimagining program to transform all of its 550 stations across country to the Petron brand. To date, half of these stations have already been rebranded.

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About Petron in Malaysia

Petron in Malaysia is comprised of Petron Malaysia Refining & Marketing Bhd (formerly known as Esso Malaysia Berhad), a publicly listed company, and its wholly owned subsidiaries, Petron Fuel International Sdn Bhd (formerly known as ExxonMobil Malaysia Sdn Bhd) and Petron Oil (M) Sdn Bhd (formerly known as ExxonMobil Borneo Sdn Bhd). These companies are subsidiaries of Petron Corporation, the largest integrated oil refining and marketing company in the Philippines. The group operates an oil refinery in Port Dickson and a marketing business that includes a robust distribution network of seven terminals and over 550 retail fuel stations nationwide. We are a major industry player supplying quality petroleum products and services to fuel the Malaysian economy. Our extensive product line includes Petron Blaze RON97, Petron Blaze RON95, and Petron Diesel Max. Our convenience store, Treats, is a one-stop shop for travellers, offering amenities including shopping marts and fast food restaurants. For more information, please visit us at www.petron.com.my.

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