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MEDIA RELEASE
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PETRON MILES CARDHOLDERS KICK IT OFF IN THE 2014 WORLD CUP

Kuala Lumpur – Petron’s “Drive to Brazil” fulfilled the life-long dream of five avid football fans to watch the World Cup Finals.

“It has always been my dream to watch the World Cup finals live. Every four years, I would ask my wife: When can we go? I am very grateful to Petron for making my dream come true,” said Mr. Chandrasekharan Ramaya, one of the lucky winners from Kuala Lumpur.

Petron launched the exciting promo as a reward to Petron Miles Privilege Card holders. Loyal customers earn points every time they gas up while enjoying discounts and privileges from merchant partners. Those who were qualified to join were card members who earned at least 100 Miles points from their purchases of Blaze 95, Blaze 97, Synergy 5000 or Synergy F-1 at participating Petro, Esso, or Mobil service stations.

All winners, together with their companions, were given free airfare and hotel accommodations to Rio De Janeiro where they watched Germany and Argentina battle against each other at the Maracana Stadium.

Lucky winner from Penang, Mr. Oh Hoe Seng, who brought his wife along in the trip said: “It was a long journey from where we live to Brazil but it was all worth it. We travelled for more than 20 hours but the excitement in going there never diminished. I’m thankful to Petron for this trip.”

Other grand prize winners include Mr Tay Chee Seng, Mr Fong Chin Tong and Mr Low Cheng Ang. Apart from the free trip and tickets to the World Cup finals, Petron also gave away 20 jerseys signed by professional football players.

“As a company that always puts customers first, we are delighted to fulfill the dreams of avid football fans among our Petron Miles Card members. This special treat is our way of saying thank you to our loyal customers,” said Puan Faridah Ali, Head of Retail Business.

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A Subsidiary of Petron

Petron Miles Privilege Card replaced the Smiles Loyalty Card Program, which has over 1.5 million members all over the country. Once membership has been modified, previously earned Smiles points will be converted to Miles points.

The new card rewards customers with 1 Miles point with every RM1 spent on fuels. Miles points are as good as cash. They can be used to purchase products from Treats conveniences stores and reward catalogues.

Motorists can earn Miles points by fueling up with Petron's world-class products, such as Blaze 95, Blaze 97, or Diesel Max at any of the 560 Petron, Esso, and Mobil stations nationwide.

Cardholders could also enrich their unique Petron experience, by earning and redeeming Miles points from Petron's partner-establishments or use their Miles points to enjoy the special offers from partners like Malaysia Airlines' Enrich, Plus Expressways' PLUS Miles Card, Johor Premium Outlet and Resorts World Sentosa Singapore's SEA Aquarium and Universal Studios Singapore.

The Petron Privilege Miles Card is available in any Petron, Esso, or Mobil station. It is a free lifetime membership card. Thus, Miles points can be continuously earned and spent over the years.

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