Street Smarts

Your CITGO Brand and Marketing Guide.
GO SUCCEED.
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We’re dedicated to solving your operational and retail challenges. From the curb appeal of our CITGO® brand image and TOP TIER™ TriCLEAN® gasoline to our unique educational programs and solutions-focused customer support, we’re fueled up and ready to help you grow!
CITGO Brand Image

Our brand image is one of the primary reasons that Retailers choose to fly the CITGO flag. Not only is it one of the industry’s most attractive station images, but it is also reasonably priced and easy to install.

Benefits
Locations that have converted to the CITGO brand image have reported volume increases of up to 30%.

For More Information
- Contact your CITGO gasoline supplier
- SignResource Identity Group
  Jessica Ogle
  865-282-8953
  citgo@signresource.com
  www.signresource.com
- Visit myCITGOstore.com

Cost
Materials are paid for by CITGO and amortized over 60 months. Estimated costs vary significantly by location due to local labor and other factors. Installation costs range from $5,000 to $20,000, excluding the price sign.

Requirements
CITGO-certified installers should be used for surveying, branding and/or reimaging retail locations.
Marketing Focus

Providing quality gasoline for your customers and giving them a reason to return to your location are important to your success, which is why many of our marketing efforts focus on our TriCLEAN® gasoline and building loyalty through our Club CITGO® app.

Club CITGO Mobile App

If an easy-to-implement loyalty and rewards program is what you’re looking for to build a dependable customer base and increase profit margins, look no further than the Club CITGO mobile app.

As a Club CITGO Premium location, you get our full support, including training, a dedicated call center and fully funded deals and rewards. Your customers get every-day savings on top-quality fuel and popular product brands right in the palm of their hands.

To elevate your offering further, you can incorporate your own deals/rewards specific to your location or work with Outsite Networks to build a fully integrated loyalty solution.

Unlock the Potential

While all locations are activated for Club CITGO during sweepstakes, there are select every-day benefits available only to Club CITGO Premium locations.

<table>
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<tr>
<th>Benefits</th>
<th>Club CITGO Premium</th>
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<td>Sweepstakes (e.g., Win Gas for a Year, Ultimate Road Trip, etc.)</td>
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<td>Mobile Payment</td>
<td>Coming Soon!</td>
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Loyalty “Counts”

Let’s break down the benefits of being a Club CITGO Premium location by the numbers.

- Increase in offer redemptions received via email: **+400%**
- Increase in number of consumers downloading the app: **+30%**
- Consumer redemption rate on fuel rewards earned: **70%**
- Average monthly claim per location: **$50**

Data is year-to-date as of August 2018 and reflects CITGO-funded TriCLEAN gasoline coupons/rewards as well as manufacturer-funded and location-specific offers.
Become a Club CITGO Premium Location
To sign up in less than 10 minutes and enjoy all the benefits of Club CITGO—for free!—just visit the Club CITGO tab on myCITGOstore.com and follow the six easy steps to “Sign Up and Launch.” There is no additional cost to become a Club CITGO Premium location — just extra revenue!

For More Information
△ Contact your gasoline supplier
△ Visit myCITGOstore.com>>Club CITGO
△ Club CITGO Customer Service Center
  888-2-GO-CLUB (1-888-246-2582)
  clubcitgo@citgo.com
△ Outsite Networks
Jack Piet
412-401-1099
jpiet@outsitenetworks.com
www.outsitenetworks.com

See section 3, page 42, to learn more about our Club CITGO promotions.
TriCLEAN® Gasoline

Our TriCLEAN gasoline is an enhanced, custom-blended fuel designed to help keep fuel injectors and intake valves clean while minimizing emissions. Research shows quality fuels resonate with consumers, and they have the assurance of knowing all three grades of CITGO TriCLEAN gasoline are TOP TIER™.

Consumer Appeal

Quality of fuel is important to consumers, and they believe that’s what our TOP TIER TriCLEAN gasoline delivers in all three grades. In fact, research shows consumers are nearly 8% more likely to choose CITGO fuel due to its cleaning properties.*

For More Information

- Contact your CITGO gasoline supplier
- Visit myCITGOstore.com
- Visit toptiergas.com

*Source: The NPD Group/Motor Fuels Index;
12 Months (Aug ’17 - Jul ’18 vs. Aug ’12 - Jul ’13);
Total CITGO Marketing Area

See section 3, page 38, to learn how we’re sharing our quality gas message with consumers.
TriCLEAN Marketing Elements

At CITGO, we not only pride ourselves on having one of the industry’s most attractive station designs, but our dispenser branding features our TOP TIER TriCLEAN gasoline. The updated design is currently available to all new-to-CITGO locations and current locations looking to refresh their image.

Updated Product ID panels.

▲ Pump skirt design with pre-printed TriCLEAN elements and CITGO wordmark
▲ Reflective materials—brushed aluminum on valance, stainless steel risers, satin aluminum vinyl on doors
Fuel Discount Network
CITGO has joined the Fuel Discount Network, a select loyalty solution that connects financial institution reward programs to your locations and enables real-time redemptions when your consumers purchase fuel. And the best part? It’s free for CITGO-branded locations with Verifone® POS systems!

How Does It Work?
When a consumer swipes a participating debit/credit card, they are prompted with a fuel redemption offer. (e.g., redeem 2,000 points to save 50¢ per gallon, up to 20 gallons). The discount is paid by a participating financial institution and the consumer receives an automatic roll-back at the pump. You receive the discounted amount in a settlement and do not pay fees on this portion.

Benefits
Participating in this program could lower interchange costs and bring incremental transactions to your locations. Instant gratification of real-time redemption at the pump:
▲ Drives consumers to your locations
▲ Improves consumer engagement
▲ Increases spending power
▲ Increases brand awareness

For More Information or to Participate
▲ Contact your CITGO gasoline supplier
▲ Verifone Help Desk (determine current operating software) 888-889-7829
Dispensers

Don’t forget to continue your outdoor EMV migration path to meet customer expectations and mitigate fraud at the pump. Just like your POS hardware and software upgrades in-store, making these upgrades at the pump is a win/win.

We’ve negotiated with some of the best vendors in the industry to offer you a variety of fueling dispensers at special prices to meet your specific business needs.

Special Pricing Available

- Various offers throughout the year available on myCITGOstore.com
- All orders must be placed through an authorized distributor
- All dispensers must feature CITGO branding

EMV Acceptance

For information on EMV acceptance at the pump, see section 2, pages 22-23.

For More Information

- Wayne Fueling Systems, LLC
  Steve Van Vlack
  512-238-3657
  steve.vanvlack@doverfs.com
  www.wayne.com

- Gilbarco Veeder-Root
  Don Murashima
  949-246-4809
  don.murashima@gilbarco.com
  www.gilbarco.com

- Bennett Pump Company
  James Collier
  602-315-1242
  jcollier@bennettpump.com
  www.bennettpump.com
Trimark of Excellence Mystery Shop Program

The Trimark of Excellence Mystery Shop Program is uniquely designed to protect the integrity of the CITGO brand and reward you for your day-to-day-efforts to maintain it. It creates consistency across the brand and allows for tracking accomplishments as well as areas of improvement, both in the store and at the pump.

Mystery Shop Frequency
Quarterly shops are conducted by Alta360.

| Shop 1 | Jan. 1 - March 31 |
| Shop 2 | April 1 - June 30 |
| Shop 3 | July 1 - Sept. 30 |
| Shop 4 | Oct. 1 - Dec. 31 |

Grading System
The grading system pinpoints your performance based on a possible score of 100% plus up to 2 bonus points, with all questions allowing for partial credit. A pass/fail score will be given on select brand image questions. Locations that score 97% or higher on any given shop will receive a reward. Locations scoring 80% or lower on any given shop are considered failing and penalties will be applied.

Questionnaire
The questionnaire emphasizes consistency and is divided into three sections that encompass the overall retail experience of your customers—fueling excellence, shopping excellence and customer service excellence.
Results
If you’ve registered your location on myCITGOstore.com, you will receive your results via email within seven to 10 days of each mystery shop, allowing you to review scores/results sooner and take necessary action, if needed. You can also contact your CITGO gasoline supplier for your quarterly results.

Quarterly Rewards
If your location scores 97% or higher on a quarterly shop, you will receive the following from your gasoline supplier:
- $150 in CITGO Gift Cards
- Letter of commendation
- Performance certificate to display in the store

Annual Rewards
If you are among the top 500 retail locations for the year, you will receive the following from your gasoline supplier:
- $500 in Visa® gift cards
- Recognition plaque
- Letter of commendation

Penalties
Your gasoline supplier will receive the following penalties for each location scoring less than 80% on consecutive shops. They will decide whether or not to pass them on to you.

1st failure: Warning letter
2nd consecutive failure: $250 charge
3rd consecutive failure: $500 charge and subject to debrand
4th consecutive failure: $1,000 charge and subject to debrand
5 or more failures: $2,500 charge and subject to debrand

Image Solution Program (ISP)
The ISP allows you to earn points back when you take action to fix branding issues. It works via an “Action Feedback” section on your quarterly mystery shop report. ISPs must be submitted within 30 days from the shop or 10 days after the end of the quarter, whichever comes first.

Request for Action (RFA)
You have the ability to submit an RFA if you feel a scoring error was made on your mystery shop. RFAs must be submitted within 30 days from the shop or 10 days after the end of the quarter, whichever comes first.

For complete details on submitting an ISP or RFA, visit the Trimark of Excellence Tab on myCITGOstore.com and select “About” at the top of the page.

Tips & Tricks
Helpful tips and tricks automatically populate under select questions on your quarterly mystery shop reports. They provide you with solutions to fix existing issues in order to avoid penalties on future shops, but do not offer points back.

For More Information
- Contact your CITGO gasoline supplier
- Visit myCITGOstore.com >>Trimark of Excellence
Education

Because we understand your business, we provide educational opportunities based on industry best practices to help you deal with operational and marketing issues.

We are proud to be one of the only gasoline brands that offer a full training suite, including:

▲ **CITGO Sales Advantage** – Exclusive sales training in conjunction with Dale Carnegie Training® dedicated to overcoming the sales challenges

▲ **CITGO Retailing Institute** – State-of-the art educational program focusing on industry best practices

▲ **Ready Online Training** – Online training opportunities centered around CITGO brand programs

**CITGO Sales Advantage**

This exclusive training program—in partnership with Dale Carnegie Training—was created to coach salespeople on how to have the greatest impact on improving sales behaviors through sharing specific account management strategies and tactics.

**Seminars**

The program includes two, one-day courses:

• **Course 1** – Learn and practice how to build rapport, generate interest, provide solutions, respond to objections and plan for success.

• **Course 2** – Learn and practice the sales process, modify sales style, influence attitudes, customize presentations and motivate people to commit in order to close the sale.

For More Information

▲ Contact your CITGO gasoline supplier
CITGO Retailing Institute

With a gas station on nearly every corner, competition is fierce and margins are tight. That’s why we brought together successful C-store operators to give you direct access to practical, business-building solutions through our Retailing Institute.

Seminars

Flexible, one-day seminars help you find solutions and opportunities to improve profitability while gaining practical tools to tackle top priority needs (e.g., sales, inventory management, training, customer service, etc.).

Webinars

Monthly webinars are geared to help you with several important aspects of your business such as brand image, grab ‘n go, social media, staffing and more. Webinar dates, times and topics are subject to change.

Benefits

▲ Tailored, hands-on learning
▲ Industry data and best practices
▲ Lessons learned from tests conducted at the CITGO Retail Concept Center, our C-store lab
▲ Online resources

For More Information

▲ Contact your CITGO gasoline supplier
▲ CITGO Retail Development
   Jim Cox
   281-450-4497
   jcox5@citgo.com
▲ Visit myCITGOstore.com >> Retailing Institute
▲ Register for webinars at www.myCITGOstore.com >> Retailing Institute >> Webinars

Ready Training Online (RTO)

Through our partnership with RTO, a full-service learning management organization, we provide exclusive computer-based training at no cost to you!

Training Modules

We’ve developed modules centered around two of our most beneficial brand programs.

▲ The Retail Advantage module is our standard offering and a good fit for locations wanting to focus on key business areas.
▲ The Trimark of Excellence module dives a bit deeper and is an excellent choice if you’re looking to improve your location’s Mystery Shop scores.

To Register or For More Information

▲ Register at www.myCITGOstore.com >> Retailing Institute >> Online Training >> Registration Form (website and access code will be emailed once you register)
▲ Charlene Kovacsik
   800-322-4846, ext. 4989
   brndmktg@citgo.com
   www.readytrainingonline.com
Business Milestone Kits

We celebrate our new CITGO family members with several “Welcome to CITGO!” touch points that deliver targeted information at the exact time you need it.

Approval (A) Status – Welcome Kit
Upon reaching A status, locations receive a Welcome Kit, including:
- Street Smarts
- Retailer Programs at a Glance
- Company Profile
- “We’re Going CITGO!” banner

Branded (B) Status – Conversion Kit
When a location reaches B status, a Conversion Kit ships with:
- CITGO Rewards® Card POP
- Informational program flyers featuring myCITGOstore.com, the Trimark of Excellence Mystery Shop Program, our proprietary payment cards and more
- Credit card materials such as the regulations manual and quick reference guide

Completed (C) Status – Opening Kit
The Opening Kit is received when a location reaches C status and includes:
- The current wave of POP
- A CITGO Rewards Card sales kit
- Exclusive offers, including a $150 uniform voucher to our brand store
- Marketing information center to hold applications at the register

For More Information
Contact your CITGO gasoline supplier
Fuel Island and Curb Restoration

Your customers spend the bulk of their time at the fueling island. So, why not make a good first impression with great curb appeal? To assist in this effort, CITGO has teamed up with Rugid Guard to offer you special pricing on fuel island and curb restoration needs.

Benefits

- Low-cost alternative to replacing fuel islands and restoring old concrete and metal
- Quick completion process with minimal impact on business
- Increased sales volume due to better curb appeal
- Five-year warranty against peeling, bubbling, fading and rust bleed
- Easy to maintain and resistant to salts, gasoline/diesel fuels and fading from sunlight

To Order or For More Information

- Rugid Guard
  Tina Herschbach
  618-477-1617
  rugidguardusa@gmail.com
  www.rugidguardusa.com
Lighting

CITGO has negotiated with Cree, LSI Petroleum and SloanLED to provide you special pricing on all your LED lighting needs. All three companies offer some of the most energy-efficient LED products in the market today and provide turnkey solutions for your building, canopy and store interior—new and retrofit.
Benefits

- Reduced energy consumption
- Decreased electrical and maintenance costs
- Improved aesthetics
- LEDs stay brighter longer
- Energy rebates

To Order or For More Information

- **Cree**
  Craig Allen
  252-257-2141
callen@cree.com
  www.cree.com

- **SloanLED**
  Jamie Hampshire
  972-469-2997
  jhampshire@sloanled.com
  www.sloanled.com

- **LSI Petroleum Lighting**
  Tom Wright
  832-866-1155
tom.wright@lsi-industries.com
  www.lsi-industries.com
Disability Fueling Assistance

Providing disabled persons with fueling assistance is an easy, no-cost way to give back to your local community. Through the Disability Fueling Assistance program, disabled customers can call your location when they pull up to the pump and a store employee will come out and provide assistance.

Materials

Participating locations will receive:
- A double-sided sign (approximately 12” x 24”) to place on the ID/gas price sign pole
- Pump decals with the location phone number (options available for specific state requirements)

Criteria

Participating locations must be staffed with at least two employees at all times.

For More Information

Contact your CITGO gasoline supplier
The CITGO AMERISTORE®

This affordable, easy-to-implement C-store branding package fits virtually all floor plans. The ordering process is simple and materials come with step-by-step installation instructions.

▲ Store Plans
C7 Works
Marshall Hare
804-496-6816, ext. 122
CITGOorders@c7works.com

▲ Retrofit Kits and Interior Graphics
Mountain Commercial Graphics
Jamie Tarver
800-950-4923, ext. 6635
jamiet@mountain-cg.com
Payment Cards

Keeping up with payment card technology is essential to maintaining current sales and meeting customer expectations. Customers are looking for merchants with EMV card acceptance to keep their credit cards more secure. As a merchant, you need to protect cardholder data and your location’s network using data security industry standards to help meet the annual Payment Card Industry Data Security Standard (PCI DSS) requirements. This may seem overwhelming, but CITGO has information and solutions to help you achieve your obligations as a merchant.
Minimum Point-of-Sale (POS) Standards

In addition to meeting PCI DSS requirements, your location must also meet these minimum POS standards.

Requirements*

The following are required for all CITGO locations:

- EMV-compliant inside POS equipment (hardware, software and PIN Pads)
- EMV software upgrades installed within 90 days of availability
- Internet/broadband for EMV card processing
- Installation and use of an all-in-one firewall and POS Zone Router from a CITGO-authorized firewall provider
- Updated software and firmware in PIN Pads and at fuel dispensers for future uses, including CITGO Rewards® Card rollback, loyalty programs and mobile payments

Certified POS Systems*

The POS systems listed below are CITGO-certified and meet minimum POS standards.

- Verifone Commander or RubyCi with Mx915, Mx925 or P400 PIN Pads
- Gilbarco Passport PX60 or Passport Edge with EMV-capable EDH and Mx915 PIN Pad
- Verifone Vx520 with Vx805 PIN Pad
- NCR Radiant RPOS Epsilon with EPC4, Panther Fuel Controller and Mx915 PIN Pad

*Subject to change. For current listing, visit CITGO MarketNet >> Payment Card >> Point of Sale >> Point of Sale Terminals and click on the POS Approved Systems button on the right-hand side of the page.

For More Information

- Contact your CITGO gasoline supplier
- Contact your local POS distributor
- CITGO POS Product Managers
  800-423-8434, ext. 5415
  posprod@citgo.com

Upgraded Point-of-Sale Equipment at a Glance

- EMV-Capable Site Controller
- Upgraded or New PIN Pads
- CITGO- Authorized All-in-One Firewall and POS Zone Router
- Upgraded or New Point-of-Sale Systems
- Upgraded Fuel Dispensers
Europay MasterCard® and Visa® (EMV)

With inside POS upgrades complete, focusing on upgrading your Automated Fuel Dispensers (AFDs) is imperative. Don’t wait! As more retailers, restaurants and grocery chains complete their EMV roll-out, counterfeit fraud will grow exponentially at locations that do not accept EMV cards in-store and at the pump.

If you don’t upgrade to EMV at your AFDs, you must have TDES (Triple Data Encryption Standards) PIN Pads—at a minimum—to accept PIN Debit. The TDES deadline is Oct. 1, 2020.

Tips for a Successful Outdoor EMV Upgrade

1. Check with your CITGO gasoline supplier, POS technician or the CITGO POS Product Team to determine POS software availability.
2. Consult with your AFD distributor to assess fuel dispenser age and operability.
   - Retrofit – 0-9 years
   - Replace – 10+ years
3. Conduct a site survey for each location with your AFD distributor. Consider bandwidth/communication upgrades required to process EMV transactions and factor in extra time if new infrastructure is needed (e.g., rewiring, breaking concrete, etc.).
4. Take other improvements into account when you order upgraded fuel dispensers. (e.g., video monitors, 2D scanners, tamper alarms, NFC for popular mobile payment methods and contactless EMV cards, etc.).
5. Consult with your AFD distributor on exact timing as you prepare to install upgraded fuel dispensers and POS software.
6. Plan far in advance. Equipment and technicians will be in high demand.

Early Upgrade Benefits

CITGO encourages all branded retail locations to upgrade as soon as POS software is available for their outdoor EMV equipment.

▲ Upgraded/Next Generation Hardware and Software (e.g., communications, NFC, secure dispenser access)
▲ Better availability of equipment and technicians
▲ Mitigate and reduce fraud and chargebacks
▲ Meet consumer expectations
Outdoor EMV Extension – EXCEPTIONS
The petroleum outdoor EMV counterfeit liability shift was deferred three years to Oct. 1, 2020, but there are caveats by some credit card brands*.

1. Liability has already shifted on non U.S.-issued cards (e.g., Canada, etc.)
2. AFD locations that have excessive counterfeit outdoor transactions AND do not accept EMV could receive EMV chargebacks before the deadline.

Types of Excessive Chargebacks
Assessed on an Individual Location Basis

- Excessive fraud-to-sales ratios and excessive dollar amount of chargebacks
- Excessive fraud-to-sales ratios and excessive number of chargebacks
- EMV chargebacks with fines imposed

Timing of EMV Chargebacks
Excessive chargebacks depend on the severity and amount of EMV chargebacks. Some credit card brands may offer a remediation period before passing the EMV chargebacks through. Others will not.

The fines imposed with EMV chargebacks are made up of the original transaction amount charged back AND a fee. If there is no remediation period, chargebacks are imposed immediately.

You will be notified by your CITGO gasoline supplier if your location reaches excessive chargeback levels. It is your responsibility to work with CITGO and your gasoline supplier to remediate out of excessive chargebacks.

This applies to all locations processing on the CITGO Network.

* Visa, MasterCard, Discover, American Express, WEX and Voyager
Payment Card Industry (PCI)/Data Security Standard (DSS)
PCI DSS compliance is mandatory.

All CITGO locations transmitting on the CITGO Payment Card Network must have:

▲ POS software that meets the most current PCI PA-DSS (Payment Application Data Security Standards).
▲ Policies and procedures in place to pass PCI DSS for merchants.
▲ Installation and current use of a PCI DSS-compliant firewall from a CITGO-authorized firewall service provider.
▲ Logging and tracking of all internet traffic connected to POS equipment and using the same internet connection as the POS. Consider enhanced or “smart” logging to identify threats to multiple systems from multiple sources. (See firewall provider for more details.)
  • Protect corporate data as if it was payment card data to avoid a security attack and paying ransomware in digital currency to decrypt your files.
  • Physically secure all devices and hide access to plugs/ports with payment card information to avoid physical attacks through POS skimmers.
  • Use strong passwords and change system default passwords in the POS, PIN Pads, Fuel/Site Controller, Electronic Payment Server, etc.
▲ Passing quarterly external scans by an Authorized Scanning Vendor (ASV).
▲ PIN Pads that meet current PCI PTS (Payment Card Industry PIN Transaction Security) requirements (e.g., Verifone Mx915 or Mx925 for integrated POS, Vx805 for Vx520 terminals). All inside PIN Pads must accept debit/EBT cards and be NFC capable for mobile payment.
▲ Monthly tracking of all equipment, by serial number, that contains cardholder data to ensure equipment has not been compromised (e.g., PINPads, POS, Electronic Payment Server (Gilbarco EDH, NCR EPC4), Fuel Controller, etc.).
▲ Monthly tracking of anti-virus software to ensure it is in place and set up for proper monitoring and mitigation of viruses and malware on all systems.

“If you are a merchant that accepts payment cards, you are required to be compliant with PCI DSS.”

✓ Must achieve compliance annually
✓ Must validate and provide proof of compliance
✓ Must use a QIR-certified technician to install POS systems and work with equipment

Source: www.pcisecuritystandards.org

80% of hacking attacks could be prevented by strengthening passwords and installing software patches*

81% of hacking-related breaches leveraged either stolen and/or weak passwords*

*Source: https://blog.pcisecuritystandards.org/topic/smb-series
Proof of PCI Compliance
As a CITGO Retailer, you are required to validate and be able to show proof of annual PCI DSS compliance. Here’s how:

▲ Complete and pass a Self-Assessment Questionnaire (SAQ)

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<tr>
<td>Integrated POS Systems</td>
<td>Internet-Connected Vx520 Terminals</td>
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▲ Pass quarterly external scans conducted by PCI-Certified ASVs

For More Information
▲ Contact your CITGO gasoline supplier
▲ CITGO POS Product Managers
   800-423-8434, ext. 5415
   posprod@citgo.com
▲ CITGO- Authorized Firewall Providers
   • Acumera
     512-687-7412
     citgo@acumera.net
   • ControlScan EchoSat PaySafe
     800-393-3246
     citgo@controlscan.com
     https://citgo.spgnow.com/citgosignup
   • Cybera
     866-4CYBERA (866-429-2372)
     sales@cybera.net
   • Mako Networks
     844-99-CITGO (844-992-4846)
     citgosales@makonetworks.com

▲ PCI-DSS Compliance Help
   • ControlScan – PCI 1-2-3 Program
     800-825-3301, ext. 2
     www.controlscan.com/petropci

▲ SAQ Documents, ASVs, PCI-Qualified Security Assessors and More
   www.pcisecuritystandards.org

Special pricing available for CITGO locations!
Proprietary Payment Cards

From a rebate-filled credit card and complete fleet card program to a secure check card with savings and a convenient gift card, CITGO payment cards work for your business by working to fit your customers’ lifestyles and needs.

CITGO Rewards® Card

With zero transaction fees for you, and cardholders that spend 30% more per transaction and pump 13% more gallons of fuel* than non-cardholders, there are many great reasons for you to promote the Rewards Card at your locations.

*2016 Argus US Gasoline Credit Purchase Trends for Synchrony Financial
Growing the Portfolio

We’re giving you 100% support, with Regional Credit Managers and a marketing team dedicated to help bring more Rewards Card business to your locations through:

- Permanent POP (pump toppers, column signs, and front and cooler door decals) complete with our “always on” messaging—10¢ in fuel statement credits on every gallon of fuel purchased for the first three months the account is open and 5¢ per gallon after that; current cardholders continue to receive 5¢ in fuel statement credits on every gallon purchased, with no minimums or maximums
- Direct mail and email campaigns throughout the year that promote the card and offer special incentives
- Opportunities to host marketing events at your locations to gain new Rewards Card business
- Personalized training and online training tools

Calculate Your Savings

Calculate your estimated monthly credit card fees as well as monthly and yearly savings using the fee savings calculator on myCITGOstore.com at Payment Card >> CITGO Cards >> Rewards Card. There’s even a calculation that determines what percent of sales you could shift to the Rewards Card to save even more!

Tips for Success

- Display POP materials clearly
- Offer an additional cents-off-per-gallon or special in-store incentive for cardholders
- Educate team members on the card’s benefits and how to promote it
- Host special events and station training
- Engage customers by asking, “Will you be paying with a CITGO Rewards Card today?”
- Keep applications well stocked

For More Information

- Contact your CITGO gasoline supplier.
- Contact your Synchrony Regional Credit Manager
  - **North Central and Northeast**
    Gary Andersen
    224-634-7463
    gary.andersen@syf.com
  - **South Central and Southeast**
    Oscar Adams
    678-490-1157
    oscar.adams@syf.com
- Visit myCITGOstore.com >> Payment Card >> CITGO Cards >> CITGO Rewards Card
- Order applications 888-246-2582
CITGO Fleet Cards

The benefits of the CITGO Fleet Card program are many. Not only do fleet customers purchase 15 times more than the average consumer (about 800 gallons a month), but they are loyal—52% shop at one brand for both business and personal needs. Add to that lower transaction fees than other third-party fleet cards, and you could save yourself a bundle while growing your volume!

What’s more, with four card types and fuel rebates of up to 5¢ per gallon, there are a variety of options to offer your consumers.

CITGO Fleet Card
Ideal for small- to mid-size fleets purchasing at CITGO locations and includes flexible payment options.

CITGO In-Store Card
Features the same benefits as the CITGO Fleet Card, but promotes loyalty by ensuring ALL purchases are made at a specific CITGO location selected by the customer.

CITGO Fleet Select Card
Ideal for mid-size fleets that may qualify for the tiered rebates offered with larger volume accounts. See rebate chart below.

CITGO Fleet Universal Card
Ideal for mid-to-large fleets that may need to travel outside the CITGO network of locations on occasion. Eligible for tiered rebates; see rebate chart to the right.

Tiered Volume Rebate
CITGO Fleet Select and Fleet Universal cardholders are eligible for a tiered volume rebate on purchases made at CITGO locations.

<table>
<thead>
<tr>
<th>Gallons Per Month (CPG)</th>
<th>Cents-Per-Gallon</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 - 2,499</td>
<td>1¢</td>
</tr>
<tr>
<td>2,500 - 4,999</td>
<td>2¢</td>
</tr>
<tr>
<td>5,000 - 6,999</td>
<td>3¢</td>
</tr>
<tr>
<td>7,000 - 9,999</td>
<td>4¢</td>
</tr>
<tr>
<td>10,000+</td>
<td>5¢</td>
</tr>
</tbody>
</table>
Growing the Portfolio

Our Fleet program is backed by a dedicated team that can help you engage current Fleet customers and bring in new accounts through location or area-specific campaigns. You can help out by sending account leads to www.CITGOfleetcard.com/leads. Possible leads include businesses:

- With multiple vehicles
- Paying with cash
- Paying with other fleet cards (e.g., Voyager, Fuelman or MasterCard Comdata)
- Paying with a credit card

Selling Your Customers

Below are five key benefits Fleet cardholders enjoy. Share them with your customers and watch your volume grow!

- Accepted at all CITGO locations
- Detailed driver and mileage reports for fuel cost analysis
- Enhanced security and purchase alerts
- 24/7 online account access and customer service
- Volume rebates up to 5¢ per gallon (Fleet Select and Fleet Universal cards only)
- Nationwide acceptance (Fleet Universal Card Only)

For More Information

- Contact your CITGO gasoline supplier.
- Contact your WEX Channel Strategy Manager
- **Central and Gulf Coast**
  Cindy Tahil
  860-693-9500
  cindy.tahil@wexinc.com
- **East**
  Josh Amoroso
  207-523-7749
  joshua.amoroso@wexinc.com
- **CITGO Fleet HelpDesk**
  866-926-5615
- **CITGO VIP Hotline**
  (application fast track, sale closings and questions)
  855-804-1455
- Visit myCITGOstore.com >> Payment Card >> CITGO Cards >> CITGO Fleet Card Program

An Added Bonus

You’ll receive a $50 CITGO Gift Card for every lead you submit that results in a qualified CITGO Fleet application!

Submit leads to www.citgofleetcard.com/leads.
CITGO Debit Plus Card
The CITGO Debit Plus Card works just like a debit card and offers your customers a safe and secure method of payment.

Benefits
▲ It’s the only card in the CITGO portfolio that features a 1% rebate on ALL purchases—at the pump and in store. This provides a great draw to bring customers inside the store where the real margins are made.
▲ It’s an easier consumer sell than a credit card. All that’s required is a checking account—no credit check or lengthy approval process.
▲ A lower transaction fee, compared to bank-issued credit cards, will help save you money.
▲ This secure pay alternative to debit cards is PIN protected and will help lower your risk of fraud and chargebacks.

To Order or For More Information
▲ Contact your CITGO gasoline supplier
▲ Order applications
888-246-2582
▲ Visit myCITGOSTore.com
>>Payment Card >> CITGO Cards >> CITGO Debit Plus Card
CITGO Gift Card

The CITGO Gift Card is perfect for people on the go, so be sure to keep these in stock! They work just like cash and customers are able to set the value of their card in whole dollar increments, ranging from $5 to $300.

Cost Savings Tip
Reduce the number of activation fees (10¢ for all first-time activations) and help the environment by encouraging your customers to reuse their Gift Cards.

For More Information
Contact your CITGO gasoline supplier.
Visit myCITGOstore.com >> Payment Card >> CITGO Cards >> CITGO Gift Card

Benefits
- No transaction fees
- No dormancy fee
- Rechargeable up to 999 times
- Balance check availability

Debit Cards and EBT

The following debit and EBT networks are currently available to CITGO-branded Retailers:

Cost Savings Tip
Reduce the number of activation fees (10¢ for all first-time activations) and help the environment by encouraging your customers to reuse their Gift Cards.

For More Information
Contact your CITGO gasoline supplier.
To accept debit cards at your location: CITGO POS HelpDesk 800-533-3421, option 2, option 2
To accept EBT cards at your location: CITGO POS HelpDesk 800-533-3421, option 2, option 3
Fraud, Chargebacks and Data Breaches

Fraud is a serious threat that could cost you thousands of dollars in fees and chargebacks if your location is not properly protected. While the major card brands have delayed the EMV liability shift at the pump until Oct. 1, 2020, CITGO strongly recommends you continue your outdoor EMV migration path.

Island Card Reader (ICR) Fraud Program

If your retail location has current PCI-compliant software and ZIP verification, you are 100% covered. CITGO will absorb all ICR fraud losses as shown below:

<table>
<thead>
<tr>
<th>ICR Fraud Amount</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $500</td>
<td>Covered in full by CITGO</td>
</tr>
<tr>
<td>$501+</td>
<td>Covered in full by CITGO if location can provide proof of the following:</td>
</tr>
<tr>
<td></td>
<td>• CITGO Security Seals are properly used</td>
</tr>
<tr>
<td></td>
<td>• Customized locks have been installed</td>
</tr>
<tr>
<td></td>
<td>• Location is completing and logging pump inspections. (CITGO requires daily pump inspections at a minimum, but best practices recommend that pumps are checked at each shift change.)</td>
</tr>
</tbody>
</table>

CITGO requires documented proof (e.g., receipts, pump photos, tracking logs, etc.) before resuming responsibility for ICR fraud-related chargeback liability. To track the ICR fraud amount at your locations, download the “CITGO Absorbed Fraud Report” found on MarketNet at Payment Card >> Payment Card Reports >> CITGO Absorbed ICR Fraud. CITGO reserves the right to pass through all fraud-related chargebacks to your location if any of the following conditions are discovered:

▲ There is attendant involvement
▲ The location has overridden CITGO default settings
▲ The location is aware of fraudulent activity, but fails to act
▲ The issuing bank determines the location is the point of compromise
▲ The location exceeds a card brand’s excessive chargeback threshold
▲ The location is not PCI DSS compliant

Requirements

All CITGO retail locations remain responsible for:

▲ Monitoring and reporting suspicious activity to your CITGO gasoline supplier and the CITGO Payment Card Fraud/Chargeback Department (cardoperations@citgo.com)
▲ Performing daily inspections, at a minimum, of all pumps and checking for skimming or other foreign devices

For More Information

▲ Contact your CITGO gasoline supplier
▲ Email cardoperations@citgo.com
▲ Caleb Burke
832-486-4340
cburke@citgo.com
ZIP Code Verification Program

ZIP verification is mandatory for all CITGO locations, except where prohibited by law (e.g., New Jersey).

This added security benefit protects your cardholders’ information from improper use on Visa®, MasterCard®, American Express® and Discover® transactions. It does not cover debit transactions and fleet accounts for Visa and MasterCard.

If you elect to opt out of ZIP verification, you must sign a waiver acknowledging you understand the risk and accept liability for all ICR chargebacks and or fees imposed by the card brands.

For More Information

- Contact your CITGO gasoline supplier
- Email cardoperations@citgo.com for instructional ZIP Code pump decals
Anti-Skimming Program

Effective Jan. 1, 2019, if a skimmer is found at your location and you do not report it to CITGO (cardoperations@citgo.com) along with a completed Incident Response Form, chargeback liability will be shifted to your CITGO gasoline supplier as follows. They will decide whether or not to pass charges on to you.

<table>
<thead>
<tr>
<th>Offense</th>
<th>Chargeback Liability</th>
</tr>
</thead>
<tbody>
<tr>
<td>(multiple devices found at the same time</td>
<td></td>
</tr>
<tr>
<td>count as one offense)</td>
<td></td>
</tr>
<tr>
<td>1st</td>
<td>30 days</td>
</tr>
<tr>
<td>2nd</td>
<td>180 days</td>
</tr>
<tr>
<td>3rd +</td>
<td>1 year</td>
</tr>
</tbody>
</table>

If a skimmer is found at your location and you report the finding to CITGO, a warning will be issued. Any subsequent findings, reported or not, will be subject to chargeback liability per the schedule above.

Any protections offered under the ICR Fraud Program will be suspended until proof of successful remediation is provided, only then will CITGO resume accepting liability for ICR fraud-related chargebacks. Remediation includes providing documented proof of the following:
- Installing CITGO-approved pump security seals
- Upgrading pumps with customized locks

Best Practices to Prevent Skimming and Data Breaches

Here are some best practices to help combat skimming and data breaches:
- Be familiar with the inside of dispensers and POS equipment inside the store
- Conduct daily inspections of all POS equipment
- Lock and secure POS terminals and server boxes
- Utilize security tape over the CRIND doors on all dispensers
- Control access to all POS terminals
- Use video surveillance cameras

If you detect a skimming device or data breach at your location:
- Contact your CITGO gasoline supplier and the CITGO payment card operations manager (cburke@citgo.com) and provide your 8-digit CITGO location number, address, city, state and ZIP code
- Shut down the dispenser or POS device and place an “Out of Service” sign on it
- Save all security video and take pictures of the device dispenser
- Contact your local law enforcement and provide them with a copy of the receipt from the last transaction

For More Information

- Caleb Burke
  832-486-4340
cburke@citgo.com
- Order CITGO-branded pump security seals at myCITGOstore.com (click on the Security Seals rotating banner at the top of the page)
- Order pump locks from CompX at 864-297-6655 or www.compx.com.
- Download Incident Response Forms and Daily Security Seal Trackers at MarketNet >> Payment Card >> Payment Card Operations >> Fraud
POS Solutions

Now that you’ve upgraded your POS system to accept EMV cards inside the store, your POS vendor can provide Help Desk support, remote software downloads and the latest software to help address new data security threats, PCI software requirements and enhanced features.

For More Information

▲ Contact your CITGO gasoline supplier.

▲ POS Help Desk Support
   ▲ Gilbarco Passport
     800-800-7498
   ▲ NCR
     Contact your NCR reseller directly
   ▲ Verifone
     800-889-7829
   ▲ CITGO POS Help Desk
     800-533-3421, option 2, option 2
   ▲ CITGO POS Product Managers
     800-423-8434, ext. 5415
     posprod@citgo.com

CITGO requires all locations with integrated POS to subscribe to their respective POS vendor’s Help Desk in order to receive support and remote software downloads. To subscribe, contact your POS vendor’s Help Desk or a CITGO POS Product Manager. (Exception, Vx520 stand-alone terminal)
Advertising and Promotions

From advertising campaigns and community relations to local events and loyalty promotions, CITGO continues to bring you engaging creative that catches consumers’ attention and draws them into your locations.
Key Messages

We’re CITGO. The only one fueled with GO. And, by empowering our communities to GO Do More, we’re Fueling Good. Here are some of the ways we’re continuing the momentum of our “GO” campaign in 2019.

Locally Owned and Fueling Good

Your locally owned CITGO retail location isn’t just fueling good in your community; it’s a part of your community, too. It’s at the heart of what keeps everything humming. From giving back to organizations that give back to your community, to actively getting involved in volunteer projects, this year we’ll continue to drive purchase intent by shining a light on how your station keeps the good going around your community.

TriCLEAN® Gasoline

Consumers expect quality fuel and, when they fill up with TOP TIER® TriCLEAN® gasoline, that’s exactly what’s getting them around. TriCLEAN gasoline helps keep fuel injectors and intake valves clean while minimizing emissions and maximizing mileage. It’s good gas that leads to even greater distances and opportunities, and it all starts at your local CITGO.

Club CITGO

The Club CITGO app is utilized by hundreds of thousands of consumers for the deals on gas and in-store items it offers, but the good keeps going! When it comes to using the rewards app, we’re here to make things go better. So where do we go from here? We’re turning it up a notch. Welcome to the next level of GO. This year, Club CITGO messaging in and around the store, on social media and beyond will get a whole new look, driving increased engagement from current users and downloads from new users.

CITGO Rewards® Card

When you can help your consumers save on gas, it opens up more room in their budgets to spend on things they enjoy. Our Rewards Card offers an introductory rebate for new cardholders of 10¢ per gallon for the first 3 months the account is open and 5¢ per gallon after that. Now that’s fueling good beyond the pump!
Reaching Consumers

We’ll push our key messages out to consumers via a strategic mix of advertising channels—POP, digital video, outdoor billboards, gas apps and radio—as well as through special regional promotions and a heavy social media presence.

Socially Aware and Goal Oriented

This year, we’re using social media as a catalyst to bring the CITGO brand to life and fully express our “Fueling Good” philosophy through a unique set of content categories that you and your consumers can relate to and rally around. From Community and Travel to Rewards and Family Fun, we’re creating meaningful relationships that will drive our business objectives.

Our social media calendar will be full of original posts, including those in support of all our key messages. We’ll engage with consumers, build excitement around our TOP TIER® TriCLEAN® gasoline, feature great deals, rewards and sweepstakes offered through the Club CITGO app and promote all the ways we’re fueling good and giving back in our local communities.

Engage with Us

Tag us in your posts with @Fueling_Good any time you keep the good going in your communities. And use these hashtags to make sure we see—and help spread—your messages!

▲ #CITGO
▲ #ClubCITGO
▲ #fuelinggood
▲ #TriCLEAN
Fueling Good

Making a difference in your local community sets you apart from your competitors. So, let CITGO help you with these charitable giving initiatives.

Spirit Pump

The CITGO Spirit Pump program is a fundraising alternative that provides you with the opportunity to “pump up” support for local schools and charitable organizations.

How It Works

- Partner with a local school/charity to raise funds.
- Designate a pump at your location for no less than 8 weeks (16-week maximum)
- Set a cents-per-gallon commitment on all purchases made at the Spirit Pump during the program period (minimum guaranteed donation of $1,000 required)

What’s Included

- Free marketing materials, including pump skirt and valance decals, pump topper inserts, postcard handouts, cooler decals, wobblers and vinyl banners for the location and school/charity.
- Local public relations (PR) support, including press releases/media advisories.
- Optional marketing materials, including customization and extra vinyl banners and pump topper inserts, are available for an additional fee.

Reminder!

There is a four-week minimum lead time from when order is placed until materials are received.

To Sign Up or For More Information

- Contact your CITGO gasoline supplier
- Visit myCITGOstore.com >> Programs >> Advertising and Promotions
Muscular Dystrophy Association (MDA)

Thanks to your extraordinary efforts and generosity, CITGO remains the top corporate sponsor of the MDA, having raised more than $230 million since 1986.

Shamrocks Against Dystrophy

Sell $1 and $5 shamrocks at your locations during the weeks leading up to St. Patrick’s Day, and you could earn one of these great prizes.

**Grand Prize** – Top store managers (one per region) will receive a $2,500 travel certificate.

**Store Manager Incentive** – Store managers will receive a $100 Visa® gift card for every $1,000 raised.

**Store Employee Incentive** – One employee per prize level in each region will receive:

- First Place – $500 Visa gift card
- Second Place – $250 Visa gift card
- Third Place – $100 Visa gift card

All shamrock results are due to Billie Vitasovic by April 15, 2019, to be eligible for incentive payout.

Create Your Own Event

Here is a small sampling of the many ways you can partner with MDA to make a difference.

- Make a Muscle mobile program
- Golf tournaments
- Bowl-a-thons
- Social events
- Muscle walks/runs

To Sign Up or Get Involved

- Contact your CITGO gasoline supplier
- Visit www.mda.org
- CITGO
  Billie Vitasovic
  800-322-4846, ext. 4889
  bgrusch@citgo.com
Bess the Book Bus
CITGO sponsors Bess the Book Bus as it travels to schools, community centers, shelters and after school programs across the country.

About Bess the Book Bus
Bess is a non-profit, 501(c)(3) organization committed to extending literacy across the country. Run by Jennifer Frances of Tampa, Fla., the organization visits local communities across the country in a specially designed “book bus,” coordinating reading events and providing children with free, new books.

Get Involved
△ Host a reading event at your location
△ Partner with a local school or library
△ Donate books

Did You Know
As a pillar of our corporate social responsibility, we support local education with seven CITGO Innovation Academies; grants and scholarships through the CITGO STEM Talent Pipeline; and teacher support through the Fueling Education program.

For More Information
△ Contact your CITGO gasoline supplier
△ Visit www.bessthebookbus.org
Loyalty Promotions

Building a loyal customer base is key to your business success, so we’ve developed loyalty promotions to help drive traffic to your locations.

Club CITGO

In addition to specialized regional promotions and in-store offers throughout the year, we’ll feature the popular “Win Gas for a Year” Sweepstakes. To participate, consumers can register on their Club CITGO app and CHECK IN at your locations for a chance to win $2,500 in CITGO Gift Cards. To gain additional sweepstakes entries, they can CHECK IN daily at your locations, which means more foot traffic for you!

What’s more, you can further increase loyalty and profits by creating your own deals/rewards and customizing offers that are specific to your location only.

See section 1, pages 4-5, for more details on Club CITGO.

Fuel Discount Network

If your location uses a Verifone® POS system, join the Fuel Discount Network to increase consumer loyalty. This loyalty program connects financial institution reward programs to your locations and enables real-time redemptions when consumers purchase fuel.

See section 1, page 8 for more details on the Fuel Discount Network.
CITGO Rewards Card
New cardholders receive 10¢ in fuel statement credits on every gallon of fuel purchased for the first three months their account is open and 5¢ per gallon after that. And, you can make their fill ups even more rewarding by offering an additional discount at the pump when they pay with their Rewards Card. We’ll even do our part to help by providing you with special POP to promote the extra cardholder bonus.

CITGO Debit Plus Card
New cardholders receive 1% savings instantly on every purchase in-store and at the pump. Create your own deals to increase customer loyalty.

See section 2, pages 26-27, for more details on the CITGO Rewards Card.
Local Events

We’re here to help you promote your business in many ways, including customized marketing and promotional materials—in store and at the pump—such as banners, buttons, coupons, flyers/posters, outdoor billboards, print ads, pump toppers, radio/TV spots and more!

Customer Appreciation

Let your customers know how much you appreciate their business with a special event dedicated to them!

Grand Opening

Celebrate the start of something good in the neighborhood—your business!

What’s Included

These kits ship upon request from your CITGO gasoline supplier and include POP materials, customizable flyers and coupon sheets, t-shirts and various giveaways.

Cost

All customer appreciation and grand opening materials are available at no cost, excluding special event giveaways.

For More Information

- Contact your CITGO gasoline supplier
- Visit the Programs tab on www.myCITGOstore.com (click on the rotating yellow Customer Appreciation/Grand Opening materials banner at the top of the page)
- To order additional novelty items and giveaways:
  iCoStore
  Sandy Powell
  888-839-7366, ext. 2244
  sandy@icostore.com
  www.citgogear.com
Public Relations (PR)

PR is a great tool to help you share and amplify the ways you’re giving back in your local community. As a CITGO Retailer, you are eligible to receive customized PR support.

Benefits

- Placement of positive information about you and the recipients of your good works through various outlets
- Rapid-fire responses to inaccurate or misleading information
- No cost to CITGO Retailers

In 2018, nearly 400 placements featured your good works!

To Share a Good News Story or For Questions and More Information

▲ Contact your CITGO gasoline supplier
A smooth operation is a successful operation, that’s why we back up the bricks and mortar of your retail location with a wide range of resources to enhance processes and procedures, increase sales and lower overhead costs.
MyCITGOstore.com

MyCITGOstore.com is your single resource for important brand news, program offerings, learning tools and other primary business services. Having direct access to this key information gives you a competitive advantage in the C-store marketplace and a greater knowledge of all the CITGO brand has to offer.

2019 Improvements
As the vital connection between your business and ours, myCITGOstore.com will undergo a make-over early this year to improve how you do business with the brand. Not only will it feature a new clean and modern look, but it will be easier to navigate AND mobile friendly. Additionally, the use of automated forms will help create more efficiencies in your business and content will be updated quicker and on a more regular basis.

Currently, myCITGOstore.com features information on:

▲ CITGO Brand Image – Stunning visuals, video testimonials, a list of CITGO-certified installers and an FAQ sheet

▲ CITGO Retailing Institute – Information on educational seminars, operational tools and the adoption of new programs, processes and procedures

▲ Club CITGO® – Access to the Retailer portal, training videos and special marketing information, including the latest advertising, deals, rewards, promotions, events and more

▲ Payment Card – Up-to-date information regarding fraud, the status of EMV migration as well as sales tools for promoting the CITGO Rewards® (including a fee savings calculator), Fleet and Debit Plus cards

▲ Programs – At-a-glance view of all programs available to you as a CITGO Retailer—facility/appearance, advertising promotions, education and technology

▲ Promotions – Campaigns surrounding our key messages, easy-to-implement programs that help you fuel good in your community, details on current consumer/loyalty promotions and local events

▲ Trimark of Excellence – Tips and tricks for improving mystery shops, shop results, performance check-ups, training videos and more

▲ Vendor Partner Offers – special programs and pricing on everything from dispensers and curb restoration to lighting and POS systems

MyCITGOstore.com also provides access to detailed information on TriCLEAN® gasoline, brand advertising campaign materials and quarterly newsletters.

Benefits
▲ No out-of-pocket expense to Retailers
▲ Mystery shop scores
▲ Club CITGO Retailer portal
▲ Real-time access to important CITGO brand news

To Register Your Location
1. Visit myCITGOstore.com
2. Click “Log In/New User”
3. Click “Register Your Store”
4. Complete the short registration form
5. Click “Submit”
Retail Location Webpages

All CITGO locations have a webpage that includes information like your store name, address, phone number, directions and a customer feedback survey. The optimized pages ensure that when consumers search for the “closest gas station near me,” your location is one of the first they see!

The C-Store Lab

This state-of-the-art convenience store, located minutes away from CITGO corporate headquarters, serves as a working laboratory for CITGO-brand concepts and promotions. We designed it with your success in mind, to aid in the adoption of road-tested programs, processes and procedures.

Benefits

- Mobile-friendly design
- Simple-to-use consumer feedback feature
- Ability for consumers to connect instantly with Club CITGO, CITGO Rewards® Card and TriCLEAN® gasoline information

For More Information, to Schedule a Tour or to Submit Test Ideas

- Contact your CITGO gasoline supplier
- CITGO Retail Development
  Jim Cox
  281-450-4497
  jcox5@citgo.com
- Visit myCITGOstore.com >> Retailing Institute >> C-Store Lab

Check myCITGOstore.com (Retailing Institute Tab) often for the latest updates!
Equipment Financing

We are committed to providing you the best financing rates available for the equipment you need to keep you competitive.

We’ve negotiated with some of the leading equipment financing vendors in the industry to offer you financing solutions to meet your specific business needs.

For More Information

▲ Ascentium Capital
Tony Ziegler
281-883-5055
tonyzieglar@ascentiumcapital.com
ascentium.info/214g (apply online)
www.ascentiumcapital.com

▲ Patriot Capital
Mike Borelli
404-955-8706
mike.borelli@patcapfinance.com
pccapply.com/CITGOBestRate (apply online)
www.patriotcapitalfinance.com
Store Supplies

CITGO has negotiated a national program for special savings, exclusive pricing and other benefits from Office Depot®. As a CITGO-branded Retailer, you’ll enjoy 15-55% discounts on the most commonly used office supplies and the option to customize the program by adding high-use products to your account.

Betco SmartStore® Convenience Retailing Cleaning Program

In addition to deep discounts on office products, POS supplies, technology solutions and copy/print services, you’ll also receive the benefits of the Betco SmartStore cleaning program, including:

- **FASTDRAW® Dilution System** – Saves you up to 97% when compared to standard, ready-to-use cleaning chemicals. The dispensers and installation with support services are free.

- **SmartValve® System** – Reduces water consumption and your water/sewer bills by up to 40,000 gallons or $600 per urinal, per year.

- **Clario® Skin Cleanser and Hand Sanitizer** – Extremely competitive pricing and free dispensers.
Uniforms and Name Tags

Make a great first impression with a CITGO uniform and name tag. You can choose from a wide variety of apparel at competitive prices—aprons, blouses, camp shirts, caps, name tags, pants, polos, outerwear, shorts and more!

A $150 uniform voucher to iCoStore is included in the Conversion Kit (shipped out when a location reaches Completed (C) status).

To Order or For More Information

▲ Contact your CITGO gasoline supplier

▲ iCoStore
Sandy Powell
888-839-7366, ext. 2244
sandy@icostore.com
www.citgogear.com
Cups and Bags
As a CITGO Retailer you’ll enjoy a selection of professional-looking hot and cold cups, travel mugs and plastic bags, complete with CITGO branding.

CITGO Buying Group
We’re always negotiating to get you the best deals and support for your business. As a member of the CITGO Buying Group, you can leverage our buying power to gain access to a huge selection of business services and supplies, wholesale distributors and in-store products.

To Order or For More Information
▲ Contact your CITGO gasoline supplier
▲ The Morrison Group
800-888-1912
www.morrisononline.com/collections/citgo

For More Information and to Enroll
▲ Contact your CITGO gasoline supplier
▲ CITGO Buying Group
866-90-CITGO
(866-902-4846)
www.mysquare.com/programs.aspx
# Vendor Contacts

**CITGO AMERISTORE®**  
**C7 Works**  
(Store Plans)  
Marshall Hare  
804-496-6816, ext. 122  
CITGOorders@c7works.com  

**Mountain Commercial Graphics**  
(Interior Graphics and Retrofit Kits)  
Jamie Tarver  
800-950-4923, ext. 6635  
jamiet@mountain-cg.com  

**CITGO Buying Group**  
866-90-CITGO (866-902-4846)  
www.mycsquare.com/programs.aspx

### Canopies and Lighting

**Cree**  
(Under Canopy, Fascia – Illuminated and Store Lighting)  
Craig Allen  
252-257-2141  
callen@cree.com

**Lane Supply**  
(New Canopies, ACM Repair and Canopy Installation)  
Lawrence Prater  
817-261-9116  
lprater@lanesupplyinc.com

**LSI Petroleum Lighting**  
(Under Canopy, Fascia – Illuminated and Store Lighting)  
Tom Wright  
832-866-1155  
tom.wright@lsi-industries.com

**SloanLED**  
Jamie Hampshire  
972-469-2997  
jhampshire@sloanled.com  
www.sloanled.com

**Dispensers**

**Wayne Fueling Systems, LLC**  
Steve Van Vlack  
512-238-3657  
steve.vanvlack@doverfs.com  
www.wayne.com

**Gilbarco Veeder-Root**  
Don Murashima  
949-246-4809  
don.murashima@gilbarco.com  
www.gilbarco.com

**Bennett Pump Company**  
James Collier  
602-315-1242  
jcollier@bennett Pump.com  
www.bennett Pump.com

**Employee Support**

**NACS Employee Screening Test**  
Doug Spencer  
703-518-4296  
dspencer@nacsonline.com  
www.nacsonline.com/employeeselection

**Schedule Base**  
(Employee Scheduling Tool)  
800-874-8801  
sales@abs-usa.com  
www.schedulebase.com

**Financing**

**Patriot Capital**  
Mike Borelli  
404-955-8706  
mike.borelli@patcapfinance.com  
www.patriotcapitalfinance.com

**Ascentium Capital**  
Tony Ziegler  
281-883-5005  
tonyziegler@ascentiumcapital.com  
www.ascentiumcapital.com

**Grand Opening/ Promotional Materials**

**iCoStore**  
Sandy Powell  
888-839-7366, ext. 2244  
sandy@icostore.com  
www.citgogear.com

**LED Price Signs**

**SignResource Identity Group**  
Jessica Ogle  
865-282-8953  
citgo@signresource.com  
www.signresource.com
Loyalty Technology Providers
Outsite Networks, Inc.
(Club CITGO)
Jack Piet
412-401-1099
jpiet@outsitenetworks.com
www.outsitenetworks.com

KickBack Rewards Systems
Ray Weaver
901-359-0243
ray@kickbackpoints.com
www.kickbacksystems.com

Mystery Shop Program
Alta360 Research
Craig Watterson
971-371-1411
cwatterson@ritterassociates.com

PCI Compliance
Acumera
(CITGO-Authorized Firewall Provider)
512-687-7412
citgo@acumera.net

ControlScan EchoSat PaySafe
(CITGO-Authorized Firewall Provider)
800-393-3246
citgo@controlsan.com
https://citgo.spgnow.com/citgosignup

ControlScan – PCI 1-2-3 Program
800-825-3301, ext. 2
www.controlscan.com/petropci

Cybera
(CITGO-Authorized Firewall Provider)
866-4CYBERA (866-429-2372)
sales@cybera.net

Mako Networks
(CITGO-Authorized Firewall Provider)
844-99-CITGO (844-992-4846)
citgosales@makonetworks.com

Service Station/C-Store Supplies
C7 Works
(C-Store Equipment, Design and Project Management)
Marshall Hare
804-496-6816, ext. 122
marshall@c7.com

CITGO Radio Sirius
Bryan Creed
800-373-8200, ext. 105
bryan@unitedmediasolutions.us

Concept Communications Company
(C-Store Products)
800-323-3524
www.cstore1.com

Dippin’ Dots Ice Cream Program
Matthew Stark
615-584-9477
matsta@dippindots.com

HiCorp
(Building Signs, Snap Lock Frames)
John Benzinger
800-652-6051, ext. 109
john@hicorp.com
www.hicorpinc.com

Infinitidecor
(Rolling Gondolas)
Dan Cooper
817-309-2700
dan.cooper@marcoject.com
www.infinitidecor.com

Lozier Design Solutions
(Rolling Gondolas)
www.lozier.com/gondolas

The Morrison Group
(CITGO-Branded Cups, Mugs and Bags)
800-888-1912
www.morrisononline.com/collections/citgo

Office Depot
Joey Garrison
855-337-6811, ext. 16043
joey.garrison@officedepot.com

Rugid Guard
(Fuel Island and Curb Restoration)
Tina Herschbach
618-477-1617
rugidguardusa@gmail.com
www.rugidguardusa.com

Techquidation
Scot Arnold
678-213-4094
scotarnold@techquidation.com

VIVA Coffee Program
Jack Kimberly
205-271-6005
jack@royalcupcoffee.com

Site Evaluation
IMST
Marketa Fisher
281-398-0321
mfisher@imstcorp.com
www.imstcorp.com

Kalibrate
Marianne Hillhouse
918-877-5658
marianne.hillhouse@kalibrate.com

Store & Restroom Cleaning/Supplies
Betco Corporation
Glenn Cilimberg
419-725-3977
gcilimberg@betco.com

Uniforms and Name Tags
iCoStore
Sandy Powell
888-839-7366, ext. 2244
sandy@icostore.com
www.citgogear.com