

Mobil Re-enters Northern California Gasoline Market *Auburn Company Brings Back Pegasus*

Auburn, CA – NELLA Oil Company announced today the signing of an agreement with ExxonMobil to re-introduce the MOBIL[®] gasoline brand and signature Pegasus trademark to 36 counties within Northern California. This aggressive re-introduction of one of the most recognized brands in the U.S. will be supported with a high-profile marketing campaign by NELLA Oil Company. Based in Auburn, California, NELLA is Northern California's largest independent petroleum marketer.

An industry-targeted direct mail marketing piece released this week by NELLA Oil touts MOBIL[®] as "Not Just a Horse of a Different Color" and displays the red-winged Pegasus Flying-Horse trademark recognized by several generations of the motoring public. Public awareness of the re-entry of this nostalgic brand will be rapid as NELLA plans the aggressive re-branding schedule of two gas stations per week starting with company-owned Beacon stations.

"A major brand like MOBIL[®] re-entering the northern California market is good news for commuters", said Ted Koerner, NELLA spokesperson. "Mobil offers quality products and competitive prices which continue to be in the forefront of consumers' minds. This offering will no doubt leverage the guests' choice of MOBIL[®] over regional and independent brands."

As an added consumer benefit, all MOBIL[®] stations will be equipped for payment with a Speedpass[™] transponder, a unique payment device that is linked to a credit or check card at no charge to the consumer. With just a wave of their Speedpass[™] transponder, guests pay for fuel and convenience store items, which will allow drivers to get in and out of the station quickly. "With the combination of the MOBIL[®] brand, Speedpass[™] payment system and competitive pricing, we really feel we've put together a winning proposition for our guests," added Koerner.

While a number of small and larger businesses have exited California in recent months due to regulatory and economic challenges, NELLA Oil Company is firm in its commitment to California and to do what it can to keep the state's economy strong. "By giving consumers quality gasoline at the best possible price, we are committed to keeping Northern California drivers on the road," said Koerner.

For more information visit <http://www.nellaoil.com/>.