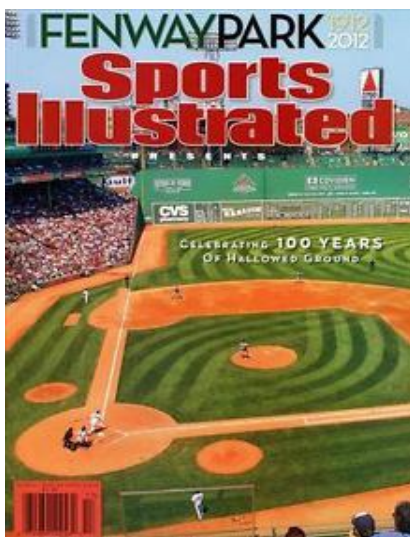


...there are many more benefits to selling Gulf lubricants than simply the high quality of the products themselves...



season. Moreover, their first post-season contest was to be with the New York Yankees. This famed rivalry is the single most viewed duel in virtually all of sports history. The viewership of the most recent game (where the Red Sox defeated the Yankees to proceed to the American League Championship Series) was over 40% higher than the last ALDS broadcast by TBS. With just under 9 million viewers, the game was the highest rated LDS game on any network in any market since 2008.

Yep, it's true: the Gulf brand is still marketed globally and continues to be one of the most recognized company brands ever generated. For those of us marketing within the United States, Gulf's partnership with various major league professional sports teams pays dividends for all of us. Most recently, the Boston Red Sox stormed into Major League Baseball's post season with the team's record for most wins in a single



At Nu-Tier Brands, we are extremely proud to see our Gulf brand on the "Green Monster" during these widely viewed broadcasts. In fact, in 2006, our very own Rick Dery (seen above) originally negotiated the deal for the first colored logo on the green monster since 1956 – where it has been proudly displayed now for over a decade.

As Gulf distributors, you all benefit greatly from this exposure ... and it's simply an added reinforcement to your customers about the history, strength and integrity of Gulf Oil products.

Please email questions to: customerservice@nu-tierbrands.com

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