

For Immediate Release

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**Tanker Trucks to Deliver *ampm* ‘Too Much Good Stuff’ Message
*ampm Decals on ARCO Tankers Will Serve as Roving Billboards in L.A. Area***

Chicago, May 13, 2009—Drivers in the Los Angeles area will soon be sharing the road with giant hamburgers and enormous fountain drinks, when two ARCO gas tankers hit the highway to deliver fuel to ARCO-branded stations with *ampm* convenience stores.

Starting on May 18, the trucks will continue their usual routes in the metropolitan Los Angeles market while sporting a completely new look. Doused in fire-engine red from tip to tail, the 30-foot-long tankers will feature a truck-sized decal — called a truck wrap — depicting the food and drinks available at *ampm* stores. Like a billboard, the *ampm* message will be in front of people around the clock; the tanker trucks will be on the road seven days a week, 22 hours a day, stopping only for refueling and maintenance.

The makeover marks the first time that BP has used its ARCO tankers to market the *ampm* brand. According to Andrew Baird, BP’s vice president of marketing for convenience retail, U.S. and Latin America, it’s a perfect pairing to show that, when the rubber meets the road, *ampm* delivers.

“Our customers are on the go and on the road,” Baird explains. “These bright-red trucks splashed with bigger-than-life burgers, hot dogs and fountain drinks are a great way to remind them of what *ampm* has to offer.

“As a marketing message, it’s immediate and couldn’t be more direct,” Baird adds. “It’s right in front of people, like a roaming billboard.” What’s more, Baird says, the overall look conveys the *ampm* brand.

“The food itself looks so appealing,” Baird says, “and coupled with the lively design, it really captures the fun, edgy feel that is *ampm*. Seeing these tankers, people will be reminded that *ampm* really does deliver too much good stuff around the clock.”

The *ampm* brand was founded in 1978 in Southern California by ARCO, which was acquired by BP in 2000. With more stores arriving every week in the Midwestern and Southeastern U.S., *ampm* is like a snack-food theme park where customers can go to indulge their cravings and snack with abandon. For further information, please visit www.ampm.com. Additional information regarding BP’s franchising opportunities is available at www.bpampmfranchise.com for the Midwestern and Southeastern U.S. and at www.arcoampmfranchise.com for the Western U.S.

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Notes to Editors:

- The *ampm* brand was founded in 1978 in Southern California by ARCO. The brand became part of BP when BP acquired ARCO in 2000.
- *ampm* convenience stores have been recognized in the *Franchise Times* “Top 200” and *Entrepreneur’s* “Franchise 500.”
- ARCO-branded *ampm* stores are currently found in California, Nevada, Oregon, Washington and Arizona; BP-branded *ampm* stores are located in Chicago, Indianapolis, Pittsburgh, Orlando, Columbus, Cleveland, Cincinnati and Atlanta. There are also more than 1,800 *ampm* stores in Brazil and Japan.
- BP supplies more than 15 billion gallons of gasoline every year to U.S. consumers through 13,000 retail outlets. BP is the single, global brand formed by the combination of the former British Petroleum, Amoco Corporation, Atlantic Richfield (ARCO), ARAL and Burmah Castrol.

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