



MEDIA RELEASE

For Immediate Release

Gull Commits to Current Pricing

Pricing to remain at current pricing for the weekend

Auckland, 14 December 2010 – Gull has today committed to holding its current pricing until at least Monday 20 December, despite today's increases by some of the oil giants.

“Gull is committed to delivering extra value at the pumps to Kiwi motorists, who will be out and about this weekend preparing for the festive season,” says Graham Stirk, Retail Business Manager of Gull New Zealand. “Families are gearing up for the festive break and to increase pump prices significantly would be a slap in the face.”

“We want to assess the market's reaction to the economic data released today. Having a kneejerk reaction to this is not how Gull operates,” Stirk continues.

Motorists can also make use of their Foodtown, Countdown and Woolworths fuel docket to further increase their savings at the pump.

Fuel prices at sites where Gull sets the price are:

Gull Regular Plus (91 Octane biofuel)	\$1.909
Gull Regular(91 octane)	\$1.919
Gull Force 10 (98 octane bio fuel)	\$2.049
Gull Diesel Max (Ultra low sulphur biofuel)	\$1.269
Gull Diesel (Ultra low sulphur diesel)	\$1.279

Prices will be discounted further at Gull's increasing network of Drive-thru sites.

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