



MEDIA RELEASE

For Immediate Release

**“Merry” Christmas from the Major Oil Companies:
Third Price Rise in Three weeks**

A Christmas Carol for the Motorist

Auckland, 22 December 2010

The Price goes up again

Par-rump-a-pum-pum

Again, again and again

Par-rump-a-pum-pum

The Third time in three weeks

Par-rump-a-pum-pum

There is no Christmas spirit

Par-rump-a-pum-pum rump-a-pum-pum rump-a-pum-pum; Gull and the Drum

Time to think of Christmas?

Par-rump-a-pum-pum

Or Oil Majors Profit?

Par-rump-a-pum-pum

Take the cash and run!

Par-rump-a-pum-pum

Closer to two dollars now

Par-rump-a-pum-pum rump-a-pum-pum rump-a-pum-pum; Gull and the Drum

Gull will hold again

Par-rump-a-pum-pum

No change 'til after Christmas

Par-rump-a-pum-pum

We have the Christmas Spirit

Par-rump-a-pum-pum

Bugger Scrooge and friends

Par-rump-a-pum-pum rump-a-pum-pum rump-a-pum-pum; Gull and the Drum

Thanks to loyal customers

Par-rump-a-pum-pum

Without whom we won't be here

Par-rump-a-pum-pum

Your support is truly awesome

Par-rump-a-pum-pum

The best to you and yours

Par-rump-a-pum-pum rump-a-pum-pum rump-a-pum-pum; Gull and the Drum

Following most major oil companies' price increase of regular 91 octane prices to \$1.979 per litre on Tuesday, the third increase in as many weeks, Gull spokesperson Dave Bodger noted today that independent oil company Gull would not be increasing fuel prices in the week prior to Christmas.

"We held off our last increase by the best part of a week over the Majors," says Bodger. "There is no way a family company can put the price up this week. I don't care what has happened to the dollar or the international prices – or if it's snowing in Britain. This is not the time to increase fuel prices yet again."

"We'll review our prices at some stage after Christmas, however, I cannot see too many of our team being at work on Boxing Day," notes Bodger.

Gull thanks all of its customers and supporters and looks forward to expanding further in the New Year and bringing more price competition. Gull apologises that with sites from Whangarei to Masterton it cannot bring price competition to all of the country but looks to make every effort to expand its footprint in 2011 and bring further choice to customers.

Prices apply at the majority of Gull outlets where Gull controls retail prices. Current Gull prices are as follows:

Gull Regular Plus	(91 Octane)	\$1.939	(Some sites as low as \$1.909)
Gull Regular	(91 Octane)	\$1.949	
Gull Force 10	(98 Octane)	\$2.079	(Some sites as low as \$2.039)
Gull Diesel Max	(5% biodiesel)	\$1.309	
Gull Low Sulphur Diesel		\$1.319	(Some sites as low as \$1.289)

ENDS