



MEDIA RELEASE

FOR IMMEDIATE RELEASE

GULL HOLDS A PRE-LABOUR WEEKEND FUEL DISCOUNT

Auckland, 21 October 2010 – Gull today announced a five cent per litre discount for all grades of petrol and diesel to celebrate the coming long weekend. The discount day commences at 7am today, Thursday 21st October, and ends at 10am on Friday 22nd October 2010.

Graham Stirk, Retail Business Manager of Gull New Zealand, says Labour weekend heralds the arrival of summer and a chance for Kiwi motorists to get out and about.

“With all the recent increases in living costs faced by New Zealanders, Gull is once again demonstrating its commitment to providing lower fuel prices to Kiwi motorists.

“As well as filling up for the weekend road trip, Kiwi motorists can also help reduce their carbon footprints by switching to one of Gull’s ethanol blended fuel grades. Gull Force 10 is available at all Gull branded sites and Gull Regular Plus is now at 15 sites across the North Island. Diesel customers also have the option of now using Gull Diesel Max, the recently introduced five per cent bio-diesel blend – available at three Auckland sites,” says Stirk.

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

Fuel prices at sites where Gull set the price for today’s discount:

Gull Regular Plus (91 octane)	\$1.779
Gull Regular 91 (91 octane)	\$1.789
Gull Force 10 (98 octane)	\$1.919
Gull Diesel Max (B5 blend)	\$1.179
Gull Diesel	\$1.189

Additional savings can be made at Gull’s drive-through / unmanned sites.

ENDS

For further information please contact:

Dave Bodger, General Manager, Gull New Zealand, Ph +64 9 489 1452

Graham Stirk, Retail Business Manager, Gull New Zealand, Ph +64 9 489 1452

Georgie Stent, JML Communications, Ph +64 9 358 2828 M +64 21 655 060

About Gull

Gull Petroleum was founded in 1976 with a single service station by a group of business people in Western Australia who saw the potential for an independent supplier. Rationalisation by the major oil companies at the time offered Gull the opportunity of obtaining sites considered unviable by the multi-nationals. Adherence to a philosophy of low cost management, prudent investment decisions and a carefully planned marketing strategy enabled Gull to increase its number of outlets to thirty-five by 1984, when ownership of the company was consolidated with the Rae family. Without much fanfare, Gull has expanded its network to nearly 100 service stations. It has become a serious player, offering a real choice for motorists in an extremely competitive market. The company remains today a fully family owned operation

The Gull Group of Companies has grown from a small business to a modern, dynamic organisation of significance in the Australian and New Zealand petroleum industries. Furthermore, through Gull's aggressive marketing approach, a planned increase in market share will herald the strengthening of the Gull name in Australia and New Zealand.

Gull in New Zealand

Gull started operations in New Zealand with the building of a state of the art terminal in Mount Maunganui in 1998. Tanks were relocated from Marsden Point by barge, a feat the opposition said was "impossible". Gull made the first retail sales of petrol in 1999 and has grown the network to 40 branded sites. Gull was the first company to introduce low sulphur diesel to the New Zealand market bringing environmental benefits well ahead of the opposition. In August 2007 Gull again set new environmental benchmarks for the industry with the first retail sale of Gull Force 10, New Zealand's first biofuel, 10% ethanol mixed with premium gasoline giving higher octane and cleaner performance. Gull is the independent oil company that is credited with keeping the fuel market competitive and giving savings to the Kiwi motorist. For more information please visit www.gull.biz