



MEDIA RELEASE

FOR IMMEDIATE RELEASE

GULL DONATES \$10,000 TO CHRISTCHURCH MAYORAL FUND

Auckland, 07 September 2010 – Gull New Zealand announced today that it is donating \$10,000 to the Christchurch mayoral fund following Saturday's devastating earthquake.

Dave Bodger, General Manager of Gull New Zealand, says he is shocked at the extent of the damage caused by the earthquake.

"The quake has affected all New Zealander's, and the impact and devastation it has had on the Christchurch community is substantial and a sad loss for many. Gull is a family-owned business and while we don't have any business in the South Island we identify closely with the loss the people of Christchurch and Canterbury are enduring at the moment. This is our way of doing what we can to help."

Bodger says the donation to the Mayoral fund is one way that he believes New Zealand companies, large and small, can help make a difference.

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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 only independent oil company operating in New Zealand and is credited with keeping the fuel market competitive and giving savings to the Kiwi motorist.

For more information please visit www.gull.biz