



MEDIA RELEASE

FOR IMMEDIATE RELEASE

GULL LAUNCHES NEW ZEALAND'S ONLY PUBLICLY AVAILABLE BIODIESEL

New Gull Diesel Max, a smoother, cleaner and lower priced diesel

Auckland, 28 September 2010 – Gull New Zealand announced today that it has sourced biodiesel from Environ Fuels, New Zealand's leading biodiesel manufacturer, to launch New Zealand's only B5 blended biodiesel available to the public at a service station.

With today's availability of Gull Diesel Max, three Gull service stations now solely sell biofuel. Gull Diesel Max, Gull Force 10 (98 octane petrol) and Gull Regular Plus (91 octane petrol).

Biodiesel is a renewable fuel for diesel trucks, cars, buses and tractors and in New Zealand is made from vegetable oil or tallow as opposed to diesel produced using crude oil. The biodiesel to be used in Gull Diesel Max is manufactured from waste vegetable oil.

Dave Bodger, General Manager of Gull New Zealand, says that Gull has been looking to retail biodiesel for quite some time, and today's launch is another milestone towards Gull's commitment to becoming more sustainable across all of its fuel range.

"Gull Diesel Max is a five per cent biodiesel blend. This biodiesel blend will not only reduce carbon emissions, but will also be a cleaner and smoother fuel offering more lubricity to your vehicle's engine. Gull Diesel Max will also come at a reduced price point compared with our competitors' diesels.

"We are thrilled to be using Environ's biodiesel, as Environ and Gull are both committed to New Zealand's environmentally sustainable future. We can all play a part in helping create a better environment by using these fuel alternatives," says Bodger.

Michelle McCaughey, General Manager of Environ Fuels, says it was a natural choice to supply Gull with biodiesel.

"Environ already supplies sustainable biodiesel to a number of the tourism sector's marine vessels, buses and other vehicles, so it is great to now see biodiesel being retailed at the pumps and made available to Kiwi motorists," says McCaughey.

Bodger concludes, "The addition of Gull Diesel Max gives the Kiwi motorist even more fuel choice. Gull represents a choice to purchase fuel that is not only cleaner and more efficient with lower carbon emissions, but also a fuel with a lower retail cost."

As an introductory special, Gull Diesel Max will be discounted by 10 cents per litre today, and five cents per litre for the remainder of the week (discount ending 6pm Friday October 1st). Long term, Gull expects Gull Diesel Max to retail one – two cents per litre below mineral diesel.

Tuesday 28 September 2010 – Gull Diesel Max = \$1.07⁹

Wednesday 29 September – Friday 1 October at 6pm – Gull Diesel Max = \$1.12⁹

ENDS

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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 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

About Environ Fuels

Environ Fuels is New Zealand's leading producer of biofuel, manufacturing only from sustainable and ethical products, producing only high quality, certified vegetable based biodiesel that meets or exceeds the New Zealand Engine Fuel Regulations 2008 as well as EN14214 and ASTM standards.

Environ is a wholly owned and operated New Zealand company founded by Warren Holden. It started commercial production on November 1st 2006 by manufacturing B100 vegetable-based biodiesel. After thorough field testing in its own machines, samples were sent to New Zealand's leading petrochemical laboratory, Independent Petroleum Laboratories. In August of 2007, the

samples proved to exceed the then required standard set forth by the New Zealand government. Environ has since continued to exceed all required standards for fuel sale and are proud to display its independent test results which verify the high quality of its fuel.

Environ's products are made available for sale to commercial customers throughout New Zealand in blends from B20 (20% biodiesel) to B100 (100% biodiesel). For more information please visit

www.environfuels.com