

What you'll need for the contest!

We're going to provide you and your team with free promotional materials. These will keep your staff motivated, excite your customers, and drive sales. Visit www.winwithmobil1.ca for details on how to order.

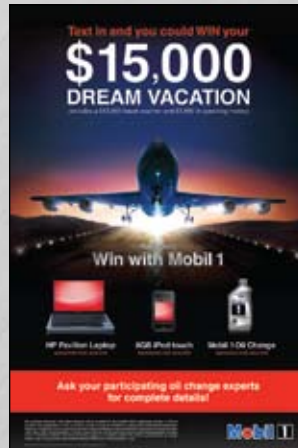
Contest Materials



Banner

Service Bay Vinyl Banner (9.5' x 2.5')

Show your customers the contest as they enter your service bay.



Poster

Standard Poster (24" x 36")

Display it wherever your customers are. At your front desk, service bay, or customer lounge.



Bucksliip

Bucksliip Handouts For Your Customers

Write down the Mobil 1 contest entry code on these and hand them to your customers when they drive in.



Sellsheets

Mobil 1 and Mobil Super 2000 Sellsheets

These handy sales tools tell you everything you need to know about Mobil's premium line of engine oils.



Ballot

Mobil 1 Mail-in Ballot

A no purchase necessary option for any customers who are unable to text in for a chance to win.

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Sign up at www.winwithmobil1.ca

Mobil 1

World's Leading Synthetic Motor Oil Brand

- Helps extend the life of your engine
- Fast cold-weather starts and high-temperature protection
- Controls oil breakdown, sludge and deposit formation



Mobil 1 0W-40

provides outstanding protection for engines under a wide range of extreme temperatures. In Arctic-like cold, it outperforms most conventional and semi-synthetic oils, providing fast startups and rapid protection. In high-temperature and high-stress operating conditions, it provides excellent lubrication. Especially recommended for most European vehicles. Mobil 1 0W-40 keeps engines running like new even after 200,000 km.



Mobil 1 5W-30

provides superb all-season protection. It is recommended for all types of modern vehicles where a 5W-30 viscosity is recommended. As with all Mobil 1 products, it is designed to provide outstanding wear protection and maintain excellent engine cleanliness.



Mobil Super 2000

is a high-mileage oil specially formulated to protect engines that have been in service for 120,000 km or more. It helps prevent leaks and controls the formation of sludge and harmful deposits to keep engines cleaner longer.

You could
Win with Mobil 1

Sign up and you could WIN your

\$15,000 DREAM VACATION

(includes a \$12,000 travel voucher and \$3,000 in spending money)



You could
Win with Mobil 1

Contest Information

The more Mobil products you sell, the greater the chances to win great prizes!

Mobil 1



Encourage your staff and customers to choose Mobil 1

Mobil 1 is the world's leading synthetic motor oil brand. The more Mobil 1 your team sells, the greater the chances are for you (and your registered employees) to win.

Here's how the contest works:*

- 1 Visit www.winwithmobil1.ca to register your location online.
- 2 Complete your registration and enter your employees, including yourself, into the draw.
- 3 Get your Mobil 1 Code. You will provide this code to your customers to enter the contest.
- 4 Recommend Mobil 1 to your customers.
- 5 Invite your customers to enter for a chance to win by having them text your Mobil 1 Code to 222555. Customer's wireless carrier's standard text-messaging rates apply.
- 6 The more Mobil 1 your customers buy from you, the greater your chances of winning.
- 7 NO capital investment required by you.

Two separate prizing pools. One for your customers and one for you and your registered employees.

What YOU & YOUR EMPLOYEES can win:

The GRAND Prize:

\$15,000

DREAM VACATION

(\$12,000 travel voucher and \$3,000 spending money)

The monthly prizes:



3x

HP Pavilion Laptop
approximate retail value \$700



10x

8GB iPod touch
approximate retail value \$200

What your CUSTOMERS can win:

The GRAND Prize:

\$15,000

DREAM VACATION

(\$12,000 travel voucher and \$3,000 spending money)

The monthly prizes:



3x

HP Pavilion Laptop
approximate retail value \$700



10x

8GB iPod touch
approximate retail value \$200



20x

Mobil 1 Oil Change
approximate retail value \$100

Monthly prizes for customers and installers will be drawn on the first of every month of the contest. Grand Prize Dream Vacations will be drawn on June 7, 2010.

* Total number of Mobil-serviced vehicles by location is applied TO EACH of its registered employees during the Contest Period beginning January 1, 2010 at 21:00 MT and ending May 31, 2010 at 23:59 MT. As the contest progresses, total vehicles serviced are cumulative, and are counted in the monthly draws, as well as for the Grand Prize. The greater the number of Mobil-serviced vehicles at a given location, the greater its registered employees' odds of winning. Winners will be required to answer a skill-testing question. Contest open to Canadian residents only. Some restrictions apply. For the complete contest rules, please visit www.winwithmobil1.ca.

Mobil 1