



Nella



You may not know us as NELLA, but you'll definitely feel the NELLA difference.

POWERING SUCCESS

NELLA has always charted an aggressive growth path. Our evolution as a company has been powered by:

- Combining the best of family values and sophisticated business strategies and systems
- Creating strategic partnerships with branded and unbranded fuel sources
- Bringing new and innovative services and products into our retail convenience stores
- Increasing efficiency through the use of technology throughout the company
- Remaining true to our mission and core values, with an emphasis on people...the internal and external "Guest"

Flyers convenience stores and fueling sites are part of the NELLA family of brands, providing fuel, food and beverages to travelers throughout Northern and Central California.

As the largest member of CFN (Commercial Fueling Network), we also operate one of the largest chains of cardlock fuel sites – Olympian, in Northern and Central California, and a fleet of fuel transports – Gulf Transportation, supplying independent dealers, jobbers, and other commercial end-users.

Behind this diversified organization is a personal and caring, family-owned company...growth-minded and progressive. The perfect blend for a high-octane future.



Nella's purpose is to create an environment where desired goods

and services are provided to our valued guests in

a timely and convenient fashion.



Oil – It's In Our Bloodline

NELLA Oil Co. is a third-generation family business. It dates back to the former Beacon Oil Company, founded in 1931 by Walter B. Allen. His four grandsons – Tom, Steve, Walt and David Dwelle – grew up in the oil industry.

In 1979 the Dwelle brothers formed a partnership with the purchase of seven gas stations in the greater Sacramento region. They named the company "NELLA" (Allen spelled backward) in honor of their grandfather.

Since then, the Dwelles have sought top quality managers who help foster a strong, dynamic company culture. The development of sophisticated financial and management strategies to keep NELLA viable in a volatile and increasingly competitive industry have fueled a culture "on the move."

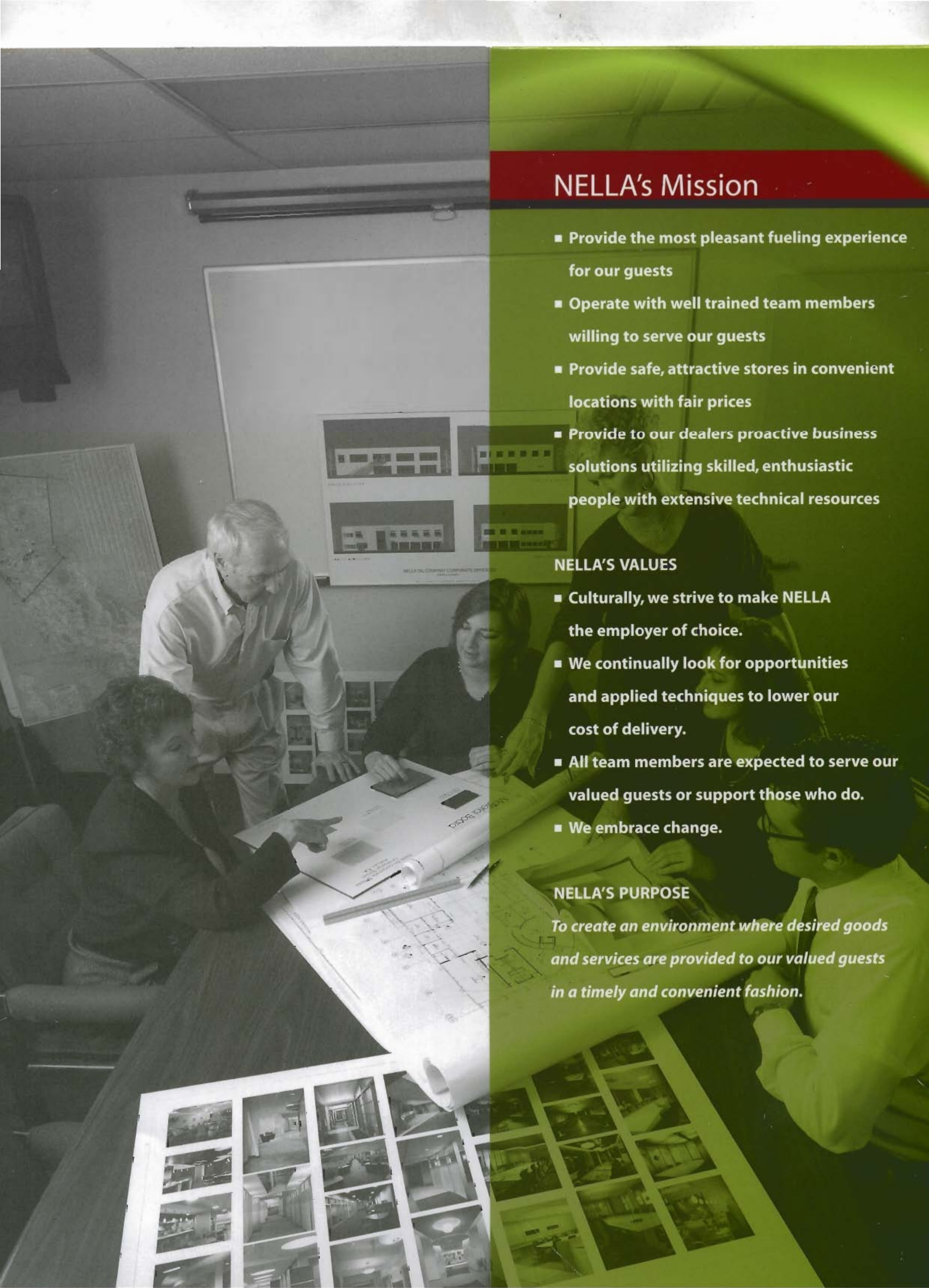


The Friendly Fuel Company

- We value fairness and integrity on both sides of every contract.
- We work with people to forge long-term, win/win relationships. Our dealers and jobbers benefit from all of our resources – engineering, purchasing, marketing, and more.
- We welcome our guests with friendly service and a wide selection of amenities beyond those found in average "gas stations."
- We pay particular attention to value-added products and the cleanliness of our facilities.
- We recruit team members who share our values and provide them the training, resources and support to thrive.
- We are proactive in applying technologies that conserve energy and protect the environment.
- We care about our community and helping others. Each year we raise hundreds of thousands of dollars for Special Olympics and invite our guests, vendors and team members to participate in our "Fueling the Flame" program. Everyone who contributes knows that 100% of their donation will go to a great cause – and supports their local community.

A new vision of fuel delivery. A new definition of service.





NELLA's Mission

- Provide the most pleasant fueling experience for our guests
- Operate with well trained team members willing to serve our guests
- Provide safe, attractive stores in convenient locations with fair prices
- Provide to our dealers proactive business solutions utilizing skilled, enthusiastic people with extensive technical resources

NELLA'S VALUES

- Culturally, we strive to make NELLA the employer of choice.
- We continually look for opportunities and applied techniques to lower our cost of delivery.
- All team members are expected to serve our valued guests or support those who do.
- We embrace change.

NELLA'S PURPOSE

To create an environment where desired goods and services are provided to our valued guests in a timely and convenient fashion.