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Gas Savings is Biggest Benefit to Customer Rewards Program

Local company introduces free program to help customers save at the pump

(SPRINGFIELD, MA) – F.L. Roberts & Company designed their new customer rewards program with the motoring public in mind.

“Saving money on gas is a small victory for consumers,” Steven Roberts, President and grandson of the company founder, said. “Discounts on regular fill-ups can add up to big savings each month.”

The F.L. Roberts RewardsPLUS program uses a membership card to offer discounts on gas as a reward for purchases made at the F.L. Roberts network of automotive services, including gas stations, convenience stores, Jiffy Lube® service centers and Golden Nozzle Car Wash locations. Discounts per gallon at F.L. Roberts-owned stations range from \$0.05 to \$1.00 off (20 gallon maximum per visit).

“RewardsPLUS offers consistent discounts at the pump for customers who use our network of automotive services,” Roberts said.

Since 1920, F.L. Roberts has done business in Western Massachusetts and in 90 years has expanded to over 500 employees and 60 sites, including gas stations and convenience stores, Golden Nozzle Car Wash locations, Jiffy Lube service centers, truck refueling facilities and the Whately Diner.

The F.L. Roberts RewardsPLUS customer rewards program will launch to consumers at all participating locations by June 14, 2010.

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