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**PESTER MARKETING AND THE GOVERNOR'S BIOFUELS COALITION
ANNOUNCE FIRST E85 ETHANOL PUMP IN LONGMONT**

Boulder County's First E85 Ethanol Pump Opens

LONGMONT, CO – The Governor's Biofuels Coalition and Denver-based Pester Marketing Company, owner of the 1st Stop and Farm Crest brand of convenience stores in Colorado, Kansas and Nebraska, announced today the opening of the first E85 ethanol station in Boulder County and the first for Longmont.

E85 is a blended mixture of 85 percent ethanol and 15 percent unleaded gasoline. The several thousand Flex Fuel Vehicles, which use E85 or regular gasoline, located in this area will now be able to refuel on E85 at the 1st Stop on 900 Ken Pratt Boulevard station in Longmont.

The announcement was made at the grand opening of the Longmont 1st Stop location and featured U.S. Congresswoman Marilyn Musgrave and Colorado Commissioner of Agriculture John Stulp, both of whom arrived in a flex fuel vehicle.

The press conference centered around Pester Marketing's partnership with the Governor's Biofuels Coalition to bring E85 to 12 of its 41 Colorado locations within the next year, six of which are already in operation. This is to support the Coalition's goal of opening 50 stations by the end of the year.

"Early on we made the strategic decision to invest in the infrastructure needed to provide E85 to Colorado," said Rich Spresser, executive vice president of Pester Marketing. "In a market where convenient store decisions are based primarily on geography, we wanted an additional point of brand differentiation, something that might get customers to drive a bit out of their way for all-natural dairy products and environmentally-friendly fuel. That's why we invested in the Farm Crest Dairy stores last year, and why we are investing in E85 this year. We want to offer more to our customers."

The Grand Opening Event is open to the public and will feature alternative fuels experts, FFVs and E85 information. Service stations interested in installing E85 or biodiesel pumping infrastructure may be eligible for up to \$15,000, as well as marketing support,



through the Governor's Biofuels Coalition. Applicants for this support may also be eligible for tax credits from the State and Federal governments that may cover up to 74 percent of costs.

At the press conference, both Congresswoman Musgrave and Commissioner Stulp made remarks about Pester Marketing's initiative and E85.

"E85 gives consumers a clean, reliable fuel. It wasn't imported, it was homegrown. New E85 gas pumps like the station in Longmont represent an emerging era in our nation's energy industry and future of being less dependent on foreign petroleum and I am working in Congress to pass initiatives that promotes development of this renewable fuel," said Rep. Marilyn Musgrave.

"Ethanol is a new market for agriculture in Colorado. This cleaner burning fuel provides real benefits to the environment and is a source of revenue to our rural communities," said Commissioner Stulp.

Pester Marketing currently owns and operates 51 convenience stores branded as 1st Stop or Farm Crest Dairy in Colorado, Kansas and Nebraska. Founded in the mid-1950s in Iowa, Pester Marketing has owned and operated service stations and stores in Colorado under the Fina, Pester and Coastal brands since 1975. In addition to the retail side of the business, the company is a wholesale supplier of branded and unbranded petroleum products and is currently supplied their Phillips 66 branded and unbranded products by Suncor USA. In March 2006, Pester acquired a 50% interest in Alta Fuels, LLC, a major blender and supplier of bio-fuels. In Alamosa, Colorado, a terminal company blending ethanol and bio-diesel products with sales to numerous wholesale and retail customers in Colorado and New Mexico.

For More Information:

E85 & Biodiesel Station Locator: <http://afdcmap2.nrel.gov/locator/FindPane.asp>
Governor's Biofuels Coalition: Contact Stacey Simms at (303) 866-2308 or visit www.colorado.gov/energy.

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