



Colorado • Wyoming

Petroleum Marketers Association • Convenience Store Association

January 10, 2008

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Mark Larson

To the members of the Regional Air Quality Council,

The Colorado Petroleum Markets Association, which represents 80 percent of the fuel distributors in the front-range, is pleased to confirm our commitment to partner with the Regional Air Quality Council in an education initiative for the Summer 2008 ozone season.

We believe an interactive approach with the citizens of the front-range is the surest way to help educate consumers to voluntarily take steps to reduce emissions. We plan to focus on the following messages in our campaign.

- *Refueling after 5:00 p.m. or before 8:00 a.m. helps reduce the chance for reactivity of ozone forming agents!*
- *Stop fueling at the click. Excess fueling works against existing emission controls!*
- *Keep your car well maintained, servicing, tire pressure, oil changes, all can help conserve fuel and reduce emissions!*
- *Tighten your gas cap!*

The members of our association would like to thank the Council for the stakeholder process and allowing industry to participate fully in decisions that affect our industry, and allowing us to participate in this process.

We would especially like to thank Ken Lloyd, and Sara O'Keefe for working with us to make this particular program a success.

Sincerely,

Mark Larson
Executive Director