



Media Release

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**GULL COMMITS TO PROVIDING BEST VALUE FUEL TO KIWIS
AS PROGRESSIVE ENTERPRISES ENDS COUPON DEAL**

Progressive Enterprises has announced it is cancelling its fuel discount docket programme in the second week of October 2016.

Gull's Chief Operating Officer Ulrik Olsen says the move will not get in the way of Gull continuing to be the industry leader in delivering value. "While we're disappointed by Progressive's decision, we're committed to continuing to provide the best value fuel to Kiwi motorists."

"We've reached a stage where the sheer volume of discount and loyalty programmes has almost become overwhelming, and people are starting to get tired of faffing around with a multitude of dockets and different cards," said Olsen. "At Gull, it's already easy to turn up and get the best price without the need for a coupon. We are exploring our options at the moment to make this even easier and with better rewards. We want to make sure getting great value fuel is as straight-forward as possible for the customer."

Customers will still be able to redeem Countdown Fuel Dockets at Gull up until the expiry date printed on the voucher.

- ENDS -

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About Gull

Gull New Zealand is the independent, family owned oil company credited with keeping the fuel market competitive and delivering fuel savings to the Kiwi motorist. It offers real choice for motorists in an extremely competitive market. The company is a first mover, introducing innovative new products to the New Zealand energy market. These include low sulphur diesel and New Zealand's first biofuel, Gull Force 10. Both fuels brought environmental benefits to motorists well ahead of the opposition. Gull's "Drive Thru" outlets - with lower cost to develop and no staff on site - are another New Zealand first, bringing further value to the consumer. Gull has over 70 retail outlets. Including Night 'n Day Foodstores, independent Gull sites, marina installations and 24 Drive Thru sites. Geographically retail outlets span between Waipapa and Masterton. For more information visit www.gull.co.nz

About Progressive Enterprises

Progressive Enterprises is a wholly owned subsidiary of Australian supermarket giant Woolworths Limited, running Countdown, Super Value and Fresh Choice grocery chains throughout New Zealand. For more information visit www.progressive.co.nz