February 13, 2012

 <Salutation> <First> <Last>  
<Title>  
<Company>  
<Street Address>  
<City>, <State> <Zip>

Dear <Salutation> <Last>,

In the last 2 years the price of oil has doubled from 45 to over 90 dollars a barrel.  Gasoline retailers fight for every customer and penny, and if there was ever a time to improve pricing for your retail fuel sales, now is the time

**PriceNet** by KSS Fuels is a comprehensive, headquarters software application designed to support all aspects of daily retail fuels pricing and performance management. PriceNet manages and recommends retail and/or dealer tank wagon prices for all fuel grades with the aim of delivering higher gross margin and profit performance for given volume targets.

Proven in every major market around the world, **PriceNet** helps to maximize return on assets by managing pump prices across all channels of trade. PriceNet uses advanced technology that includes:

* **Pricing Analytics and Business Intelligence** - competitor visibility, reporting, performance monitoring
* **Rules-based Pricing** - rapidly generate new prices to maintain competitive price position, consistently
* **Price Modeling** - measure impact of price on volume, margin and profit
* **Price Optimization** - recommend prices to maximize margin for set volume targets

Gasoline retailers who have adopted **PriceNet** experience increases in gross margin of 0.25 to 0.5 cents per gallon. These benefits accrue as soon as the system is implemented and are sustainable year-on-year, giving return on investment figures well under 12 months.

**<<Insert 4 or 5 logos of referenceable clients>>**

In closing we request an opportunity to share ideas and best practices that have provided our customers substantial opportunity for increased bottom line profit. We would like to set up a call to how KSS Fuels can provide <<Company Name>> the most advanced tools for price optimization decision making. We will call to set up a 30 minute introductory call at your convenience.

Thank you,

Paul Ludwig  
Business Development  
[pludwig@marketing.kssfuels.com](mailto:pludwig@marketing.kssfuels.com)  
520-877-3119