



NEWS RELEASE
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**CITGO INTRODUCES FUELLINKS® REWARD PROGRAM
ON STATEN ISLAND**

*FuelLinks will also launch in Maine, New York, and North Carolina markets
leading up to rollout of over 4,000 CITGO locations.*

DALLAS (August 14, 2008) – MetroSplash Systems Group, Inc, developer of the FuelLinks® loyalty program, has announced that the program will be introduced in three major CITGO markets along the Eastern seaboard, including Staten Island. On Tuesday, August 8th, the card-based fuel-reward program was introduced by 14 Staten Island, New York, CITGO Retailers. CITGO locations in Springvale, Maine, and from Charlotte to Greensboro/Highpoint, North Carolina, will launch later in August. Beginning in September, the program will start rolling out to more than 4,000 CITGO-branded locations concentrated east of the Mississippi.

FuelLinks offers consumers help paying for the fuel they need. Through the program, consumers can earn FuelLinks fuel rewards on everyday purchases from participating businesses. The rewards can be redeemed at participating fuel centers to achieve a reduction in the cost of fuel. Rewards are typically funded by repurposed marketing dollars that would otherwise be put into coupons, temporary price discounts or other types of promotion.

“FuelLinks takes the fuel reward concept to a new level,” said Steve Babick, President and CEO of MetroSplash Systems Group. “It differs from common closed-loop fuelreward programs, such as those offered by big-box retailers, in offering a greater

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variety of opportunities for consumers to earn rewards, as well as more locations where they can be redeemed. Our goal is to make FuelLinks the first nationally branded fuel reward program.”

“FuelLinks will play a vital role in driving traffic to CITGO locations across the country,” said Jonathan Watson, Manager, Business Services for CITGO Petroleum Corporation. “As a company, we are pleased to offer this program to our customers to help lessen the economic stress high fuel prices have placed upon them. It represents a win for everyone.”

Program implementation is easy and inexpensive. FuelLinks card acceptance requires little more than a software update for retailers already running VeriFone Ruby, Topaz or Vx570; Gilbarco G-Site and/or Passport; or Fiscal POS systems. The system is compatible with most major types of fuel dispensers. MetroSplash handles all settlement between reward issuers and redemption locations. The company also provides participants with ongoing marketing, technical and consumer support.

Consumers can monitor their reward balance, shop and earn fuel rewards online, and find locations to earn or redeem rewards through the consumer website, www.FuelLinks.com.

For more information, contact Jim LaVoie, Vice President of Community Sales, MetroSplash Systems Group, Inc. at 972-966-3235 x222 or jlavoie@metrosplash.com.

About MetroSplash

Founded in 2003, MetroSplash Systems Group, Inc. provides a technology platform that enables businesses of all types to implement a supplier-integrated fuel-based consumer reward program (FuelLinks) or to monetize an existing affinity program toward the purchase of fuel. The company offers the financial settlement and Loyalty as a Service (LaaS) infrastructure to bridge between merchants (reward issuance) and fuel retailers (redemption). MetroSplash is located at 2300 Highland Village Road, Suite 700, Highland Village, Texas 75077-7194. Phone 972-966-3235, fax 972-966-0241. Website: www.MetroSplash.com.

About CITGO Petroleum Corporation

CITGO, based in Houston, is a refiner, transporter and marketer of transportation fuels, lubricants, petrochemicals and other industrial products. The company is owned by PDV America, Inc., an indirect wholly owned subsidiary of Petróleos de Venezuela, S.A., the national oil company of the Bolivarian Republic of Venezuela. For more information, visit www.citgo.com.

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