

PMPA FRANCHISE AGREEMENT

This PMPA Franchise Agreement ("Agreement") between MOBIL OIL CORPORATION ("Mobil"), having an office at 3225 Gallows Road, Fairfax, Virginia 22037 and [REDACTED], NY, 11788-2516 ("Marketing Premises"), takes effect on the date specified in Section 1.4.

DEFINITIONS

A glossary of the terms used in this Agreement is contained in the attachment entitled "Definitions" which is incorporated into this Agreement.

RECITALS

- A. As the result of the substantial expenditure of time, skill, effort and money, Mobil has developed and owns a unique and distinctive system ("System") for the sale of Mobil-branded products at Mobil Outlets. For purposes of this Agreement, a "Mobil Outlet" means a Mobil-branded retail motor-fuels outlet operated under the System by: (1) Mobil or a Mobil Affiliate, or (2) another person who is subject to an agreement with Mobil, a Mobil Affiliate or a Mobil-authorized person allowing the operator of the outlet to sell Mobil motor fuels as a Mobil-branded product.
- B. In developing the System, Mobil has conducted extensive consumer research to determine Mobil's customers' needs and preferences, has conducted extensive analysis of customer-service and franchise retail and operating practices, and, based on this research and analysis and Mobil's marketing strategies, has established the following core values (the "Core Values"):

Mobil's tradition of excellence is aimed at building and maintaining lasting relationships with its customers, the motoring public. In continuing this tradition, the dedication of Mobil and its franchise dealers and distributors to the customer is reflected in these simple commitments:

- To deliver quality products that customers can trust.
- To employ friendly, helpful people.
- To provide speedy, reliable service.
- To provide clean and attractive retail facilities.
- To be a responsible, environmentally conscious neighbor.

Living up to these commitments is the cornerstone of the Franchise Relationship and the heart and purpose of the System. It is the key to success and prosperity for all franchise dealers and distributors, Mobil and everyone connected with the System.