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Petron Malaysia Country Manager Jaime O. Lu (center), with Petron Malaysia Head of Retail Business Pn Faridah Ali (left) and Petron Corporation Assistant Vice President for Marketing Ana M. Neri (right), during the launch of Petron Miles Privilege Card on April 24, 2014.

PETRON MALAYSIA INTRODUCES THE NEW MILES PRIVILEGE CARD

Kuala Lumpur – Petron Malaysia recently launched the new Petron Miles Privilege Card to further reward its loyal customers. For every RM1 spent on Petron fuels, Petron Miles Privilege Cardholders will earn 1 Miles point.

“Petron has always put a premium on service innovation to guarantee customer convenience. A part of our customer appreciation and loyalty program, the new Petron Miles Privilege Card aims to give our cardholders better savings and more value for their money spent,” Petron Head of Retail Business Pn Faridah Ali said.

Petron Miles Privilege Card replaces the existing Smiles Loyalty Card Program, which has over 1.5 million members all over the country. Once membership has been migrated, previously earned Smiles points will be converted to Miles points.

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Motorists can earn Miles points by fueling up with Petron's world-class products, such as Blaze 95, Blaze 97, or Diesel Max at any of the 560 Petron, Esso, and Mobil stations nationwide.

Miles points are as good as cash. They can be used to purchase products from Petron, Esso, and Mobil service stations as well as items from Treats convenience stores and the reward catalogues.

"Like every Petron product, we developed the new Petron Miles Privilege Card to fit the different lifestyles of Malaysian motorists. Moving forward, we are looking at tying up with more partners to give more rewards to Petron Miles Privilege Cardholders and enrich their unique Petron experience," Pn Faridah added.

Cardholders can also earn and redeem Miles points from Petron's partner-establishments, such as AIG Insurance and Sentosa 4D Adventure Land, among many others. They can use their Miles points to enjoy the special offers from Malaysia Airlines' Enrich and Plus Expressways' PLUS Miles Card. Moreover, cardholders can enjoy other special offers and discounts from merchant partners by simply presenting their Petron Miles Privilege Card.

Coinciding with the launch is Petron's "Drive to Brazil, Win 6D4N Trip to Brazil" promotion. Petron Miles Privilege Cardholders only need to accumulate 100 Miles points to join. Prizes up for grabs include: five pairs of FIFA World Cup final tickets in Rio De Janeiro, Brazil and 20 exclusively signed jerseys from professional football players.

The Petron Privilege Miles Card is available in any Petron, Esso, or Mobil station. It offers free membership for life and has no expiry date. Thus, Miles points can be continuously earned and spent over the years.

To learn more about the Petron Miles Privilege Card, please visit www.petronmiles.com.my or call Customer Service Centre at 1300-888-812.

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Media contact: Petron Malaysia Corporate Affairs; Zaimi Harun at +603-2082 8710 or email zaimi.harun@petron.com.my; or Suraya Haris Ong at +603-2082 8652 / 012-368 0346 or email at suraya.haris@petron.com.my.