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60 LUCKY PETRON MILES CUSTOMERS WIN 3 MILLION ENRICH POINTS

KUALA LUMPUR – Petron, in partnership with Malaysia Airlines, has recently given 60 Petron Miles cardholders 50,000 Enrich points each, underscoring the company’s commitment to give loyal customers rewarding experiences.

Petron and the flag carrier launched the Petron-Enrich Euro 4M promo in September last year, wherein Petron Miles cardholders earned 1 Miles point for every RM1 spent on Petron Blaze RON 97 Euro 4M and stood a chance to win 50,000 Enrich points weekly by sending in their purchase details via SMS. The campaign ran from September to December 2015.

“We put a premium on innovative campaigns with the aim of giving the best rewards and experiences to loyal customers. With Petron Miles Card, we are able to give more savings and value for money. Through our tie-up with our Miles partners, we hope to to enrich our customers’ Petron experience,” Pn Faridah Ali, Petron Malaysia Retail Head said.

“We are delighted with the partnership with Petron. Petron is one of Enrich’s key partners for lifestyle offerings and rewards. This partnership is also aligned with our ‘Enriching experience with rewarding travel and lifestyle’. The miles won by our members can be used not just to book flights but also for other travel perks such as lounge vouchers and seat upgrading,” according to Khairul Nisa Ismail, Head of Enrich.

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Petron introduced the premium and environment-friendly fuel Blaze 97 Euro-4M nationwide in September last year, in line with the government mandate. The new Blaze 97 Euro-4M meets more stringent environmental standards resulting in less emissions and better air quality.

Blaze 97 Euro-4M also has a triple-action formula and contains world-class additives that gives more efficient combustion for optimum engine performance and comes with excellent cleaning action that rapidly removes existing deposits.

Petron now has more than 2 million active Petron Miles card members. Card members earn Miles points by fueling up with Petron's world-class products, such as Blaze 95, Blaze 97, Blaze 100 or Diesel Max at nearly 570 Petron stations nationwide. Each RM1 spent on fuels will be rewarded with 1Miles point. Miles points are as good as cash. They can be used to purchase products service stations as well as items from Treats convenience stores and reward catalogues.

For more information on Petron Malaysia's promotions and campaigns, visit www.petron.com.my and <https://www.petronmiles.com.my>

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About Petron Malaysia

Petron Malaysia is a leading company in Malaysia's downstream oil market. Its 88,000 barrel-per-day Port Dickson Refinery produces a wide variety of world-class fuels which is distributed through 7 terminals strategically located across the country. Through 560 stations nationwide, it retails premium fuels namely Blaze 100 Euro 4M, Blaze 97 Euro 4M, Blaze 95 and Diesel Max. Petron is committed to its vision to be the leading provider of total customer solutions in the oil sector and allied businesses. Please visit petron.com.my.

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