

For U® Grocery Rewards Program



Exxon™ and Mobil™ sites are part of the For U® Grocery Rewards fuel redemption network in the Rockies, Northeast, and Mid-Atlantic regions!



Program benefits

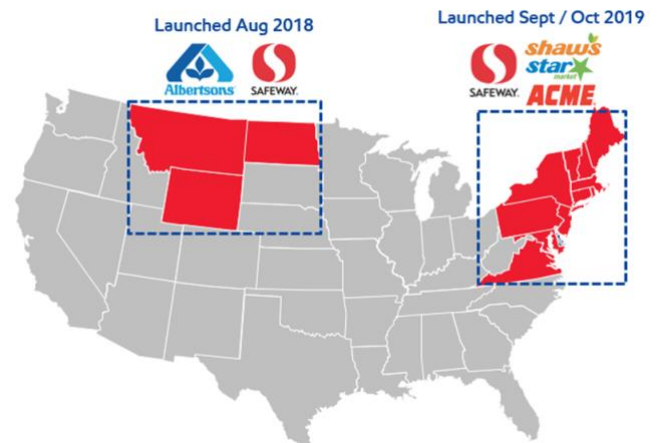
Integrated into the For U® loyalty program which allows consumers to earn points and redeem rewards for discounts on purchases.

For consumers:

- Simple, easy and rewarding value
- Instant gratification with pump roll back

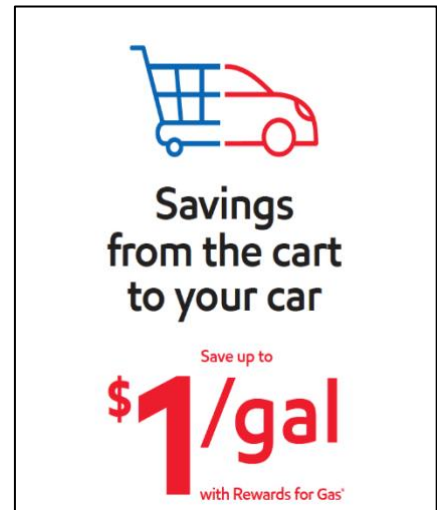
For your business

- Differentiate locations from competition
- Attract new customers & enhance existing customer relationships
- Provide increased volume, sales & repeat visits (pump & c-store)



Simple, easy and rewarding

With the For U[®] Grocery Rewards program, consumers earn 10 cents per gallon for every \$100 they spend on groceries at any Albertsons banner store, including Safeway, ACME, Shaw's and Star Market. Rewards are stackable, and consumers can save up to \$1/gallon.



How it works



Choose 'Loyalty', then select the grocer



Enter phone number or swipe loyalty card at pump



Pump displays Albertsons cpg balance



Price per gallon reflects Reward



Select form of payment and gas grade

Win - Win

Adding the For U[®] Grocery Rewards program along with the Exxon Mobil Rewards+[™] program gives consumers options and captures a higher consumer share of spend.

In fact, half of those who redeem Albertsons Gas Rewards at participating Exxon[™] and Mobil[™] stations are new customers!* New customers mean incremental sales. And incremental sales mean better business. Win-win, indeed!

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Exxon[™] Mobil[™]

Frequently Asked Questions (FAQs)

How can I start earning Gas Rewards Points?

You must have a For U[®] account at one of the Albertsons Companies Banner stores. This can be the same account that you use to earn points on eligible grocery purchases. Albertsons Companies Banner stores include Albertsons, Safeway, Vons, Pavilions, Randall's, Tom Thumb, Carrs, Jewel-Osco, Shaw's, Star Market, and ACME Markets.

Do I have to register to earn Gas Reward Points?

If you have an account, then you are registered. Use your registered phone number at checkout to earn Gas Rewards Points. Not registered? Sign up online or on your store's mobile app.

Do I have to pay any kind of membership fee?

No! The For U[®] loyalty program is free. Just use your registered phone number at checkout.

How are Gas Reward Points earned?

It's easy to earn Gas Reward Points just by shopping at Albertsons Companies Banner stores with your registered phone number at checkout: Every \$1 spent on eligible groceries = 1 point; Every \$1 spent on select gift cards = 2 points

How do Gas Reward Points save money at the pump?

Every 100 points gets you a 10¢ per gallon Gas Reward for a single fill-up at participating stations. You can use your points in increments of 100 for a single fill-up up at participating stations.

- 100 points = 10¢ per gallon Gas Reward
- 200 points = 20¢ per gallon Gas Reward
- 1000 points = \$1 per gallon Gas Reward*

*Gallon restrictions apply. Program details vary by area – check online, on the store app, or at your local store for program details.

Can I use my Gas Reward Points immediately?

Your Gas Reward Points are available for use at participating stations approximately 1 hour after earning them at Albertsons Companies Banner stores.

Do my Gas Rewards expire?

Yes, Gas Rewards expire at the end of the month following the one in which they were earned. You can track your Gas Rewards points and Rewards online or on the store app.

*See Albertsons Companies Banner's website for the latest FAQs (example:

<https://www.acmemarkets.com/faq/foru.html>)