

**FOR IMMEDIATE RELEASE**

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(Photo of Mr. Reid Available Upon Request)

**Colorado Motor Carriers Association's Driver of the Year Award Presented to**

**Charles Reid of Alta Transportation**

**Denver, CO – April 29, 2014** – Mr. Charles “Chuck” Reid – fuel tanker driver for Alta Transportation (a Denver based fuel transportation company and division of Alta Fuels) – was named Driver of the Year (Mileage Category) for 2013 by the Colorado Motor Carriers Association (CMCA). In addition to receiving the Driver of the Year award, Mr. Reid was also recognized as the February 2013 Driver of the Month. Both awards were presented in April of this year at the association's annual safety awards banquet, honoring the trucking industry's top drivers from across Colorado.

Charles Reid has been a fuel driver for Alta Transportation since 2007 joining the Company with over 40 years of trucking experience, driving an estimated 6.2 million miles over the course of his career. He was nominated by Alta Transportation to CMCA based on his extensive experience as a fuel tanker driver, exemplary safety record and compassion shown following an April 2013 incident when the Alta Transportation truck-trailer driven by Mr. Reid was hit by a vehicle that had turned directly into the path of his transport. Though an accident did occur, its result and the injuries suffered would have been graver for not the reaction and skill demonstrated by Chuck Reid to avoid the collision. But more important was the compassion and kindheartedness shown by Mr. Reid while helping the injured driver's children.

Jim Sammons, president of Alta Fuels states, “It is a privilege to have such a high caliber driver as Mr. Charles Reid representing Alta Transportation. He is a petroleum transportation company's dream driver and a reassuring presence for our customers and all drivers with whom he shares the road.”

The Colorado Motor Carriers Association's selection committee for the Driver of the Year and Driver of the Month Awards consists of law enforcement and regulatory personnel. Over 50 nominations were received with the committee considering length of employment, number of miles driven (or hours worked), accident history, community involvement and “heroic” acts.

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### **About Alta Fuels & Alta Transportation**

Alta Fuels and its subsidiary Alta Transportation are owned by Pester Marketing Company, a privately held corporation in business for over 60 years. Alta Fuels is located in Colorado and is a major supplier of transportation fuels and a pioneer in bio-fuels, both E85 and Bio-Diesel. In addition to owning and operating its own fuel transportation company, Alta Transportation, Alta Fuels also carries a full line of ExxonMobil lubricants, serving customers in southern Colorado and northern New Mexico.

On the retail side, Pester Marketing (d.b.a. Alta Convenience) owns and operates 57 convenience stores located in Colorado, Kansas, Nebraska and New Mexico.

In 2013, Pester Marketing Company established an Employee Stock Ownership Plan (ESOP), making 11 percent of the Company employee-owned.