

FOR IMMEDIATE RELEASE

Contact:

Rich Spresser – President & CEO
Pester Marketing Company
Phone: 303-693-9331, ext. 11
Email: rspresser@pestermarketing.com

Pester Marketing Company

(Parent Company to Alta Convenience, Alta Fuels, Alta Transportation and Alta Lubricants)

Launches Five Newly Designed Websites

Denver, CO – May 29, 2014 – Pester Marketing Company announced today the launch of the revamped and revised Pester Marketing, Alta Convenience and Alta Fuels websites, in addition to the unveiling of the new Alta Transportation and Alta Lubricants division websites.

“All five sites were developed to be an informative and engaging on-line communications tool for customers, prospects, vendors and employees,” said Rich Spresser, President and CEO of Pester Marketing Company. “Each website is shaped both in content and design to further promote the extent of the integration between all Alta companies.”

Pester and Alta website visitors will find the navigation *within* an Alta division’s website as well as *between* Alta division sites to be smooth and unencumbered allowing for easy user-friendly maneuverability.

All combined, there are over 150 web pages filled with Alta product and service information customers will find beneficial.

Pester Marketing’s c-store division customers will also enjoy the individual store pages created for each of the 57 Alta Convenience locations across Colorado, Kansas, Nebraska and New Mexico. Each page contains information such as store address, hours of operation, store features, fuel grades offered, payment types accepted, special promotions and deals.

Visitors can access any of the Alta division sites by visiting the Pester corporate site and selecting a specific division. Additionally, separate URL addresses for each division have been created for those visitors preferring direct access to a particular Alta site.

Pester Marketing and Alta Websites URL Addresses

Pester Marketing www.pestermarketing.com

Alta Convenience www.altaconvenience.com

Alta Fuels www.altafuels.com
Alta Transportation www.alta-transportation.net
Alta Lubricants www.altalubricants.com

The Pester Marketing and Alta websites were built by Denver Website Design, a web developer located in Colorado's mile-high capital city.

###

About Pester Marketing Company

Pester Marketing Company (d.b.a. Alta Convenience and Alta Fuels) is a privately held corporation in business for over 60 years with 57 stores located in 4 states (Colorado, Kansas, Nebraska and New Mexico).

In addition to the retail side of the business, Pester Marketing's wholesale subsidiary, Alta Fuels, located in Colorado is a major supplier of transportation fuels and a pioneer in bio-fuels, both E85 and Bio-Diesel. Alta Fuels also carries a full line of ExxonMobil lubricants and serves customers in southern Colorado and northern New Mexico. The Company also owns and operates its own fuel transportation company, Alta Transportation.

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