

Jack C. Pester Honored With the Distinguished Marketer Award by the Society of Gasoline Marketers of America (SIGMA)

Denver, CO - December 6, 2013 - Jack C. Pester, chairman of the board of Pester Marketing Company, headquartered in Denver, Colorado was recently presented with the Distinguished Marketer Award by the Society of Gasoline Marketers of America also known as SIGMA, a national petroleum trade association representing independent motor fuel marketers and chain retailers throughout the United States.

Given periodically by the association to an individual who has made significant contributions and impact within the independent sector of the petroleum marketing industry, Mr. Pester, with more than 60 years of industry experience, has successfully built one of the most diversified convenience retail and petroleum marketing companies in the U.S.

In his award acceptance speech given at SIGMA's annual meeting in Charlotte, North Carolina, Pester described how he was "fortunate" to become involved in association work early in his career. "Association involvement gave me an opportunity to learn and develop," he said.

Further acknowledging the importance of industry associations like SIGMA and NACS, Pester stated, "These organizations and the information and forum they provide us is a must to stay relevant in the future."

Pester's History Rooted in Iowa

In the 1960s and 1970s, Jack Pester turned a small family-owned Iowa business into a vertically integrated, regional marketing and refining company with 220 service stations located in eleven Midwestern and Rocky Mountain states and a 35,000 barrel per day refinery in El Dorado, Kansas.

Mr. Pester sold the business to Coastal Corporation of Houston, Texas in 1987 and moved to Houston to join Coastal's senior management team where he retired in 1999 as Senior Vice President of International Refining & Marketing.

Pester Marketing Re-emerges in Colorado

In 1994 in anticipation of Jack's retirement from Coastal in 1999, Pester Marketing reacquired seven Denver, Colorado area stores from Coastal. Now, with Mr. Pester's vision, Pester Marketing has expanded to include 58 convenience stores, known as Alta Convenience and a

wholesale fuels division, Alta Fuels. Pester Marketing also owns and operates its own fuel transportation company, Alta Transportation and carries a full-line of ExxonMobil lubes through Alta Lubricants. With operations in Colorado, Kansas, Nebraska and New Mexico, the Company has re-emerged as a leading petroleum marketer.

With over 500 employees, Pester Marketing Company recently established an Employee Stock Ownership Plan (ESOP). Now, with 11 percent of the Company employee-owned, Mr. Pester has helped set the course of the company to ensure its continuity and future.

Jack has served on the boards of several publicly-held companies, including Amerus Life of Des Moines, IA, National By-Products in Des Moines, Evergreen Energy of Denver and Econergy in Boulder, CO. He also served on the board of a Russian-owned products pipeline and terminal company and has held leadership positions in numerous industry trade associations during his career.

About Pester Marketing Company

Pester Marketing Company (d.b.a. Alta Convenience and Alta Fuels) is a privately held company in business for over 60 years with 58 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.