



NORTH ATLANTIC'S ORANGESTORES WIN EMERGING RETAILER OF THE YEAR AWARD

FOR IMMEDIATE RELEASE: Monday, June 6, 2011. North Atlantic is pleased to announce that its retail convenience store chain—*Orangestore*—has won the Emerging Retailer of the Year Award from the Atlantic Convenience Store Association (ACSA). Since the first Orangestore opened in 2008, North Atlantic has been receiving a great deal of positive customer feedback about the look, the service, the coffee, and the food.

"This award is a real honour. Our management team, our Orangestore retailers and store staff are very passionate about what we do; having our 'fresh, clean and friendly' approach to the retail business recognized by our peers in the industry is very exciting," says Glenn Sullivan, North Atlantic's retail manager.

The list of candidates nominated for the award was competitive. All those nominated are experiencing major growth in the convenience store business and are considered an important part of the community. According to the ACSA, Orangestore won this award based on positive feedback from customers stating that they consistently meet and often exceed customer expectations, and offer a quality product.

"Most customers are impressed by the quality of the food at our Orangestores. The sandwiches are fresh, the salads and cold plates are great, and the Jumping Bean coffee is the best," says Sullivan.

About Orangestore:

For the best cup of coffee this side of Columbia, drop by your nearest Orangestore. Orangestore is more than just a convenience store—it's a bakery, a pizza house, a sandwich shop, a coffee stop, and a gas station all in one. It is designed to be the bright spot in your day with many features and treats you won't find in any other convenience stores around town, including a big screen TV, a no-fee ATM, super friendly staff, and a washroom that is actually clean - really! **Eight stores to serve you:** In St. John's at 694 Water St., 154 Penneywell Rd., 86 Thorburn Rd., 278 Torbay Rd., and 446 Topsail Rd. And, 891 CBS Highway Kelligrews, 253 Commonwealth Ave. Mount Pearl, 120 CBS Highway Manuels.

About North Atlantic:

At North Atlantic, 550 employees make and market some of the cleanest fuels in the world for customers here in the province and globally. Continued investments and improvements, along with our employees' well-demonstrated commitment to safety, continue to help ensure the safety and integrity of our entire operation. As a major player in the local oil industry, North Atlantic contributes \$160 million a year direct to the provincial economy—that's \$60 million in employee wages and benefits and \$100 million in local business procurement. In addition, we give \$400,000 a year to local charities and direct community support.

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