



Date April 15, 2010

Attn: Canada West Equipment Dealers

Thank you for allowing us to show you the features and benefits of our new and exciting TRITON™ card.

**The features of TRITON™ include:**

- Access to over 1400 Shell sites across Canada
- Market leading online tools
- Collect AIR MILES® reward miles at participating service stations in Canada

**Our Shell eTRAC Software allows you to:**

- Control your card portfolio and create your own customized network
- Set purchase and usage limits or inactivate cards immediately
- Track card usage in real time
- Generate and download the reports you need in the formats you require
- Manage and assign driver ID validation prompts

We are pleased to offer CWEDA members, a fuel discount of **3.0 cents per litre** off the posted pump price at any Shell Canada retail service station. These prices are effective as of the date of this letter. Please be advised that pricing might change at any time with market conditions.

To begin benefiting from the time and cost savings the TRITON™ card provides please complete the attached application form and return by email to **fernando.francisco@shell.com** or by fax at **905-956-2984**.

**Please be sure to also include this letter along with your application form.**

For all question and inquiries, please contact:

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Office – 905-956-2986  
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Thank you for the opportunity to meet your fueling needs with the new TRITON™ Card.

Best regards,

Fernando H. Francisco