



News Release

United Way – Centraide, Imperial Oil join forces so consumers can give a gift that gives back

Limited-edition \$25 gift card now on sale across Canada

- **Imperial Oil will donate \$2 to United Way – Centraide from the sale of each gift card**
- **New gift card is available at approximately 650 Esso retail sites in Canada**
- **Proceeds donated to United Way – Centraide chapters across the country**

OTTAWA – August 10, 2009 – United Way – Centraide and Imperial Oil have teamed up to offer consumers a unique chance to give a gift that gives back.

The new, \$25 Esso United Way – Centraide gift card is available through October 2009, while quantities last. It can be used to purchase all Esso products and services. The limited-edition card is on sale now at more than 650 Esso-branded retail sites across Canada and online at www.myessogiftcard.ca.

Imperial will donate \$2 to the United Way – Centraide Movement from every gift card sold - funds that will go towards supporting United Way – Centraide agencies across the country. Through United Way – Centraide, proceeds will help youth, families, seniors, people with disabilities, abused women, newcomers, the homeless and others in need.

“United Way – Centraide is thrilled about this unique, national association with Imperial Oil. Proceeds raised go to support United Ways – Centraides in communities all across Canada,” said Al Hatton, President & CEO of United Way of Canada – Centraide Canada. “It comes at a time when the support of United Way – Centraide agencies and services has never been greater.”

The Esso United Way – Centraide gift card is one component of Imperial's 2009 national United Way – Centraide campaign - a campaign that raised almost \$3.2 million for the Movement in 2008.

"Imperial has been a proud supporter of the United Way – Centraide Movement for more than 25 years and we are extremely excited that this new initiative offers to help United Ways - Centraides help Canadians," said Simon Smith, vice-president and general manager of fuels marketing at Imperial Oil. "When you buy an Esso United Way – Centraide gift card, together we are helping to build stronger communities across Canada."

United Way – Centraide is a non-profit organization located in 118 Canadian communities. Each United Way – Centraide works locally to find solutions to community problems by engaging volunteers and partners, identifying community needs and raising and distributing funds. Next to governments, the United Way – Centraide

Movement is the largest funder of the voluntary sector and social services in Canada. Each year, United Ways – Centraides raise upwards of \$480 million, the vast majority of which is reinvested in local communities to support programs and services directed at improving the social conditions of Canadians. For more information about United Way – Centraide, please visit www.unitedway.ca

Imperial Oil is one of Canada's largest corporations and a leading member of the country's petroleum industry. It is one of the country's largest producers of crude oil and natural gas, is the largest petroleum refiner, and has a leading market share in petroleum products sold through a coast-to-coast supply network that includes about 1,900 service stations. For more information about Imperial's community investment activities, please visit www.imperialoil.ca

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