PRESS RELEASE
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LUKOIL IMPLEMENTS THE FIRST OVERSEAS LOYALTY PROGRAM FOR FILLING STATION CUSTOMERS IN TURKEY

LUKOIL has introduced the first overseas loyalty program for customers of its filling stations. The program has been presented in Antalya at the conference by LUKOIL EURASIA PETROL (a wholly-owned OAO LUKOIL subsidiary) and attended by about 450 of the Company's dealers in Turkey.

The program will distribute cards to filling station customers. A scoring system shall be introduced for professional drivers with fuel rewards, while individual car owners will be able to enjoy a discount system.

In March of 2010 LUKOIL EURASIA PETROL implemented a pilot program, which led to the distribution of about five thousand loyalty cards through which more than 100 thousand liters of fuel were awarded.

It is expected that over 70 thousand car owners will take part in the loyalty program from now until the end of the year.

"LUKOIL regards Turkey as one of the priority regions for retail business promotion; for this reason this country has been chosen for implementation of the first overseas loyalty program for filling station clients," Vadim Vorobyev, OAO LUKOIL Vice President, said.

In November of 2008 LUKOIL completed an acquisition of the Turkish company Akpet, whose assets include about 700 filling stations, a vast terminal system with the capacity of more than 300 hundred thousand cubic meters, and an engine oil manufacturing and packaging plant.

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