

2023 PENNZOIL® TEXT REWARDS PROGRAM

INDIRECT CHANNEL PROMOTION*



PROGRAM PERIOD

January 1, 2023 - December 31, 2023

OFFER

Unique customer loyalty program for Pennzoil® U.S. Installers purchasing from a contracted Shell Distributor—including coupons towards future qualifying oil change purchases and other offers. All coupons are unique to the Installer where the consumer opts-in to the Pennzoil® Text Rewards Program – designed to help improve customer retention by driving Customers back to the participating Installer, at no cost to the Installer.

Consumers enrolling between

January 1, 2023 – December 31, 2023 receive:

- Up to \$15 off in Friends & Family Oil Change Coupons sent 5 days after the consumer opts-in to Pennzoil® Text Rewards. Enrollment good for Pennzoil® Full Synthetic Qualifying Products** offered at the participating Installer location
- Up to \$10 Off in Bounce Back Coupons towards their next oil change sent 180 days after enrollment – Valid on Pennzoil® Full Synthetic Qualifying Products**
- We will send coupons periodically. Consumer may redeem up to (3) three coupons during the Program Period

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Anyone who opts in through December 2023: Thank you text with offer (when available) \$15 off in Friends & Family Oil Change Coupons (5 days later)</p>											
<p>\$10 Off in Bounce Back Oil Change Coupons (180 days later)</p>											

*The coupon is valid for up to \$15 off on a Pennzoil® Full Synthetic oil change at participating locations. Valid only in the U.S. Void where prohibited by law. Consumers may opt-in to participate in the Pennzoil® Text Rewards Program ("Program") from January 1, 2023 at 12:00 a.m. Central Time ("CT") – December 31, 2023 at 11:59 p.m. CT ("Program Period"). Coupon will be sent via text 5 days after opting in. By enrolling in the Text Rewards Program, you expressly consent to receive up to two (2) text messages per month during the Program Period. You may redeem a maximum of three (3) coupons during the Program Period. Coupons expire on the date listed on the coupon. Coupons cannot be exchanged or redeemed for cash. Pennzoil-Quaker State Company d/b/a SOPUS Products and Digital Rocket reserve the right to modify, extend or terminate the Program at any time, without notice. Additional Terms & Conditions apply, see 645244.com for details.

PENNZOIL® TEXT REWARDS MESSAGE CADENCE DETAILS

January-December opt-ins: Immediate Thank You text + other offers when available	<ul style="list-style-type: none">• Immediate text message requests opt-in and authorization to receive future messages• Links to view Pennzoil® Branded Video Content
Starting 5 days after Pennzoil® Text Rewards opt-in: Friends & Family Up to \$15 in coupons	<ul style="list-style-type: none">• Up to \$15 in coupons sent to all consumers who opted in to Pennzoil® Text Rewards, during the Program Period• Expires in 30 days—Messaging directs consumer to bring in their coupon for a 2nd vehicle in the family fleet or share it with a friend
Starting 180 days after Pennzoil® Text Rewards opt-in: Bounce Back Up to \$10 in coupons	<ul style="list-style-type: none">• Always an offer for consumers opting in to the Program, during the Promotion Period• Up to \$10 in coupons sent to all consumers opting in to Pennzoil® Text Rewards during the Program Period• Expires in 15 days—Messaging directs consumer to bring in their coupon and return for service with the first vehicle they brought in.

**QUALIFYING PRODUCTS

(UP TO \$15 OFF COUPON FOR PENNZOIL® FULL SYNTHETIC MOTOR OIL)

Pennzoil Ultra Platinum™ Full Synthetic Motor Oil
Pennzoil Platinum® Full Synthetic Motor Oil
Pennzoil Platinum® Euro Full Synthetic Motor Oil
Pennzoil Platinum® High Mileage Motor Oil
Pennzoil® Full Synthetic Motor Oil

SUPPORT MATERIALS TO BE PROVIDED

This Text Rewards offer is sponsored by Pennzoil® and powered by Digital Rocket. Restrictions apply. Please visit www.oilchangerewards.com/OCRPromo for full terms and conditions.

Basic Kit

- (2) 12" x 18" Color Poster
- (1) 5.5" x 8.5" Counter Card
- (1) 8.5" x 11" Welcome letter
- (1) 8.5" x 11" Customer Service Flyer
- (1) 8.5" x 11" Sell Sheet
- (1) 8.5" x 11" Installer Redemption Instruction Sheet
- (1) 8.5" x 11" Consumer Redemption Instruction Sheet
- (1) 8.5" x 11" FAQ
- (1) 8.5" x 11" 645244 Terms and Conditions

ADDITIONAL PENNZOIL® TEXT REWARDS DETAILS

No proof of purchase required to opt-in.

In order to validate a coupon, Installers are required to provide their shop's oil change invoice number associated with each coupon. SOPUS Products and/or Digital Rocket reserve the right to audit Installer invoices, if fraudulent activity is suspected, Installers are not entitled to the value of the coupon until the consumer redeems the coupon for their second oil change service and the coupon is validated on the Digital Rocket website.

HOW TO ENROLL

Installers who previously completed the enrollment instructions will continue to be eligible for this Program.

New Installers and those who have not completed the enrollment process should visit www.oilchangerewards.com/OCRPromo. Use the Installer look-up function on the same website to find your shop's unique code.

T-Mobile is not liable for delayed or undelivered messages.

As an Installer customer of a Pennzoil-Quaker State Company d/b/a SOPUS Products ("SOPUS Products") contracted distributor in the U.S. offering Pennzoil® motor oils ("Installer"), you are eligible to participate in the Pennzoil® Text Rewards Program powered by Digital Rocket, provided you comply with the full terms and conditions set forth at the time of enrollment. This Program is open to new or existing Installers that satisfy at least one (1) of the following eligibility criteria: have been enrolled and in good standing in the Program as of December 31, 2022; have purchased lubricants products from a SOPUS Products contracted distributor between January 1, 2022 - December 31, 2022, OR; have featured a non-Shell motor oil brand during January 1, 2022 - December 31, 2022. To see full Terms and Conditions or enroll in the Program, visit www.oilchangerewards.com/OCRPromo or call 1-800-355-3412. SOPUS Products and Digital Rocket reserve the right to modify, extend or terminate the Program at any time, without notice.

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