I-65 Clean Corridor

Fall Drive Overview

&

Media Summary

AMERICA'S FIRST
BIOFUELS CORRIDOR

BIOFUELS CORRIDOR
I-65

Backgrounder

The I65 BioFuels Corridor Project allows owners of both flex fuel and diesel vehicles to travel from Lake Michigan to the Gulf of Mexico, the entire length of I65, on either E85 ethanol or B20 biodiesel. The 886 miles of the Clean Biofuels Corridor allows drivers to be no more than a quarter of tank from the nearest BioFuels station.

In 2006 the Indiana Office of Energy & Defense Development submitted and received a $1.3 million dollar grant from the United States Department of Energy. The grant provided funding for 31 public refueling stations: 19 in Indiana, 3 in Kentucky, 3 in Tennessee and 6 in Alabama. As of May of 2005 there were 0 public E85 stations in Indiana, at the time of the application there were 34 and as of today there are 127 and counting. Out of the 116 stations nine of them are from this project with 10 more slated to open.

In Kentucky, at the time of the application there were zero E85 stations. Currently there are five public E85 fueling facilities. With the I65 project Kentucky has gained one additional fueling station.

In Tennessee at the time of the application there was one E85 station. Currently there are 14 E85 stations, and five more are slated to open soon. From the I65 project Tennessee gained two additional fueling stations.

In Alabama, at the time of the application there were no E85 stations along I-65 and only one contemplated in the remainder of the State. There were 27 B20 biodiesel stations open, primarily in the Southern half of Alabama – again none on I-65. Currently there are three biofuels (E85 & B20 biodiesel) and one B20 biodiesel corridor station open on I-65. Four additional biofuels stations are scheduled to open by the end of 2008. The first opening of a Clean Corridor station in Vestavia Hills prompted non-project retailers to convert pumps at five (5) additional stations to E85. They have done this with no grant incentives.

All infrastructure improvements for the Biofuels Corridor Project in the four states are to be completed by the end of 2008. A full marketing campaign included the Fall Corridor Drive-October 7-9, 2008. Simultaneous press conferences were held in Indiana and Alabama and continued throughout the drive until the final event was held in Clarksville Indiana on October 9th. General Motors, EPIC and the American Lung Association were partners in the marketing of the corridor project.

Kentucky Event Summary:
A rainy morning didn't stop DJ Mike Shannon from bringing in E85 customers on October 8th at the Thornton's station on Fern Valley Road in Louisville. Store #21 sold E85 for 65 cents less than standard gasoline and gave away $500 worth of free fuel cards.

Live remote on WDJX

The live radio remote on WDJX also rewarded folks with free plastic E85 portable fuel cans, E85 information and free CD's. U.S. Department of Energy official Mike Scarpino was interviewed live on the air.

NBC affiliate - Louisville

WAVE-TV , the NBC affiliate in Louisville arrived early and interviewed customers as they refueled and got comments from Melissa Howell, Executive Director of the Kentucky Clean Fuels Coalition twice. In addition, the NBC affiliate in Lexington, WLEX took the feed and repeated it several times that same day.

Tennessee's Event Summary:

As gas prices reached record highs and Tennesseans found themselves waiting in long gas lines just to fill up after Hurricane Ike interrupted gas supplies to the state, it was clearly a good time to talk about alternative forms of fueling. Tennessee announced the completion of the nation's first biofuels corridor with an event at the Daily's fueling station in Goodlettsville, which is just north of Nashville. The event was heavily attended and widely reported by the media. All

Nashville media outlets covered the story and many outlets outside the Nashville area picked up on the story as well. The participation by the U.S. D.O.E. was a particularly helpful part of the event because it allowed the state to showcase that this was a national effort.

One area that did not go as well as planned was the fuel card giveaway. In Tennessee, the giveaway was much too limited to work on the radio. Only the Goodlettsville station would accept the cards and many callers did not live close enough to the station to qualify. Julie Oaks said if we did this again she would require station owners make any promotional gift card available for all Daily's stations in middle Tennessee.

All in all, it was a great event for Tennessee to highlight our biofuels efforts. What's more, Tennessee broke ground on the first biomass biorefinery in Tennessee just days after the corridor announcement… and days after breaking ground on the biorefinerly Tennessee learned that they were one of the states chosen to work on the National Governor's Association project to expand biofuels infrastructure. This event helped serve as a kick off to a few key biofuels announcements for Tennessee.

Julie Oaks offered many thanks to Indiana for spearheading this effort and keeping the coordinating committee all on track!

Alabama Event Summary:

The I-65 Clean Corridor campaign was a tremendous success throughout Alabama. News reports filtered into all of Alabama's major markets and most of the secondary markets.

On September 26th, two Mobile area Clean Corridor stations opened with a Grand Opening celebration and press conference featuring comments by Gov. Bob Riley and Mobile Mayor Sam Jones. All three of the Mobile-based television stations attended. Furthermore, an Editorial Board meeting with the Mobile Press-Register was held prior to the event and helped generate a news article on the openings.

Alabama Governor Bob Riley, Station owner Don Evans, Mobile Mayor Sam Jones at Grand Opening of Mobile station on Airport Highway.

Preparation for the Alabama portion of the Clean Corridor Drive was extensive. Four "media markets" were chosen in Alabama to hold Ribbon Cutting ceremonies at current or future locations of Clean Corridor stations. The media markets chosen were Mobile, Montgomery, Birmingham and Huntsville – each with an open or "soon to be open" biofuels station.

Sixty second radio spots were purchased in each media market to highlight the Corridor Drive and identify the station locations. The spots were professionally purchased by the ACFC Media Consultant and targeted the Flex Fuel Vehicle (FFV) ownership demographics as identified by General Motors. The spots were paid for by the Ethanol Promotion and Information Council (EPIC). Radio station remotes were held at Mobile Exit 1 and the Dogwood Shell in Vestavia Hills. In addition, the Alabama Partners for Clean Air (APCA) augmented the EPIC buy in the Birmingham markets with additional monies to provide extended coverage. The Birmingham market is a non-attainment area and the addition of alternative fuels is extremely beneficial to air quality. The average frequency for all listeners hearing the spots was 3.4 times yielding total

gross rating points of 173.7. The radio campaign reached over 350,400 listeners in the target markets.

Prior to the drive a professional media kit was assembled for each Alabama market event along I-65. The Media Kit contained a "market specific" press release, extensive information on both E85 ethanol and B20 biodiesel, EPIC's "America's Flex-Fuel" 2008 brochure, GM's 2009 vehicle lineup, Odysey Day information, an "America's First Biofuels Corridor" descriptive tri-fold and a one-page overview of the Alabama Clean Fuels Coalition. Unique to this Media Kit was the inclusion of a "thumb drive" with multiple articles and descriptive literature about the I-65 Clean Corridor plus a GM photo lineup of their Flex Fuel vehicles. The Media Kits were provided to media representatives and dignitaries at each location.

To visually present the size and scope of the I-65 Clean Corridor project two 30" x 45" display boards were prepared which identified both Alabama specific station locations (left) as well as the overall four state "scope" (right) at the media events.

Eric Burch (IOED), Kathy Hornsby (ADECA) and State Representative Greg Wren cut Corridor ribbon in Prattville, Alabama

A Clean Corridor Drive post card was prepared by GM and mailed to their FFV owners in the Alabama markets.

General Motors provided three Flex Fuel vehicles and one diesel vehicle for use during the Alabama portion of the Corridor Drive. As a result of the Biofuels stations on I-65 at the time of the Drive, the Alabama participants fueled their FFV's with ONLY E85 ethanol from Mobile to Indiana and back to Birmingham!

A media alert announcing the Clean Corridor Drive was sent out prior to the drive by ACFC and on October 6th, the Associated Press, Birmingham Business Journal, and Gadsden Times published articles announcing Fall Drive Clean Corridor events. The AP wire story was picked up by multiple outlets across the state.

On October 7th, the Fall Drive began at 10 a.m. in Mobile with three television stations (WKRG, WPMI, WALA) covering the media event despite the rain.

Eric Burch, representing the State of Indiana, and Kathy Hornsby (Energy Division-ADECA) cut the ceremonial ribbon opening the I-65 biofuels Corridor. Mark Bentley, Executive Director, Alabama Clean Fuels Coalition, looks on.

The two Mobile stations (I-65 Exits 1 & 3) offered E85 for just $2.85 during the media events. In addition purchasers of E85 during the Radio Remote could register for one of ten $50 fuel cards to be given away that day.

On the drive from Mobile to Prattville, phone interviews were coordinated and conducted with Alabama Public Radio and Clear Channel in Mobile

Simultaneously, in Birmingham, Dr. Candace Wheeler of GM and Mark Warner, President & CEO of Gulf Coast Energy held Morning Show TV interviews to discuss both the Corridor events and the emerging cellulosic ethanol market.

.

At 2 p.m. in Prattville, Alabama Public Television, WSFA-TV, and Birmingham station ABC 33/40 joined the New York Times Regional reporter as the skies began to clear prior to the event's kickoff.

Alabama State Representative Greg Wren addressing media at Prattville.

Continuing to Birmingham, the evening the 7 p.m. **Biofuels Summit**, hosted by General Motors featured an informative panel discussion on cellulosic ethanol and the research being conducted on biofuels by Auburn University. The Summit was very well attended by over 70 stakeholders and the media alike. CBS 42, the Birmingham News and web news organizations attended and provided exposure for the event. A very professional "Biofuels" informational booklet was provided by GM to all attendees at the Biofuels Summit.

Biofuels Summit attracts crowd in Birmingham

On October 8th, the second day of the Clean Corridor Fall Drive began again with a downpour. Birmingham TV station NBC13 attended the Dogwood Shell Corridor Ribbon cutting in Vestavia Hills along with web news organization The Birmingham Terminal.. The Dogwood Shell station offered E85 for just $2.85 from 10 to 6 the day of the event. In addition purchasers

of E85 during the Radio Remote could register for one of ten $50 fuel cards to be given away that day. A radio station remote was held during the event.

Alabama State Representative Greg Canfield addresses crowd at Dogwood Shell in Vestavia Hills station prior to ribbon cutting.

Moving on to Athens in North Alabama the skies cleared and three Huntsville stations (WAAY, WAFF, and WHNT) and three print outlets (Athens News-Courier, Decatur Daily, and Huntsville Times) attended the final Alabama ribbon cutting event at 2 p.m. on October 8th.

Bill Johnson, Executive Director, ADECA, listening to Alabama State Senator Parker Griffith at ribbon cutting event at future Biofuels Corridor site in Athens.

Indiana Event Summary:

The E-85 Drive from the Great Lakes to the Gulf of Mexico was a huge success!

South Shore Clean Cities coordinated two events held in Northern Indiana to celebrate the culmination of a project beginning in 2006. South Shore Clean Cities partnered with Family Express and Gas City fuel retailers to successfully complete the northern portion of the Nation's First Biofuels Corridor.

On the morning of October 7, 2008 the E-85 Drive was kicked off with an event held at the Family Express Station in Demotte, Indiana. This event featured fuel giveaways sponsored by the American Lung Association of Indiana and Family Express Corporation. Family Express also provided refreshments to all who participated in the event. Radio Station, WIMS (www.wimsradio.com) was on hand to provide live remote broadcasts throughout Northwest Indiana. Indiana Agday also featured the event via radio and the web.

Ribbon cutting in Demote Indiana

In the afternoon of October 7, 2008 the E-E85 Drive continued to Gas City in Hammond Indiana. This event also featured fuel giveaways, free carwash giveaways sponsored by the American Lung Association of Indiana and Gas City. Live radio broadcasts of the event were featured live on WIMS Radio (www.wimsradio.com) also featured on local cable TV Station (WYIN 56). Local newspaper reporters included the Times, the Post Tribune, and WMPR (Chicago Radio).

Press conference in Hammond Indiana

The Central Indiana Clean Cities Alliance began its Corridor Drive Event on Wednesday, October 8, 2008, at GasAmerica, located 4 miles off I65 at Exit 99, in Greenwood, Indiana. A regional radio station out of Bloomington, Indiana, covered the two-hour event with virtual radio remotes previously taped by event speakers and other project partners, like Brandon Seitz, the Director of the Indiana Office of Energy and Defense Development. All radio remotes sponsored by the Ethanol Promotion and Information Council, EPIC.

To set the stage, the five FFVs, provided by General Motors for the duration of the drive, parked on the outer perimeter of the station, next to the event tent in the front of the station lot. With Corridor I65 magnetic signs on all of the FFVs, and E85/GM rally flags flying, no traveler of the two main Greenwood roadways that the station sits on, could miss the event in the parking lot. During the event, Flex Fuel Vehicles owners, purchasing E85, registered to win an E85 Gift Card. In all, we awarded ten, fifty-dollar gift cards. The American Lung Association of Indiana sponsored this drawing and a similar drawing at our other event (recapped below).

In talking with FFV owners, the resounding tone of excitement about America's First Biofuels Corridor was overwhelming. Many mentioned that they drive I65, three or four times a year, to and from the gulf side of Florida. Most were aware of the fuel economy challenges, but made the choice to use the fuel improving the economic state of our state and to reduce our nation's dependence on foreign oil.

During the celebration event project partners and others spoke on what the corridor means to the nation, communities along the corridor, farmers and the health of Hoosiers.

Greenwood Indiana

In addition to the two-hour coverage by the Bloomington Station, the Shelbyville radio station, interviewed Cris Dorman, OED and Kellie Walsh, CICCA, for their noon news hour.

On Thursday, October 9, 2008, all corridor Drive participants met at 3 O'clock pm, to celebration the completion on the event. The finale site was in Clarksville, IN, located just across the River from Louisville, KY.

General Motors BioFuels Event

Prior to the Station Media Event, General Motors sponsored a Media Luncheon, featuring a panel discussion on the I65 Corridor Project and the next steps to take this concept national, providing biofuels to all of America.

General Motors Luncheon

Seven media outlets attended the luncheon, two exits from the station, in Jeffersonville, IN. From there, GM invited the media and luncheon guests to attend the finale event, in Clarksville, where Lt. Governor Becky Skillman was to officially welcome and open the corridor.

At the event, the E85 Corvette welcomed everyone from the frontage of the store, with over 15 FFVs and the Indiana Soybean and Corn Growers Educational Trailer welcoming them to the tent.

Clarksville Final Corridor Event

Kellie Walsh, Executive Director of CICCA, welcomed dignitaries and the over 50 event attendees, giving a brief overview of why we were there before introducing Lt. Governor Becky Skillman.

Lt. Governor Skillman too welcomed the group, expressed Indiana's pride in leading the effort to make this project a success, and thanked all of the project partners for their hard work and effort to drive the Corridor.

Lt. Governor Skillman welcomes attendees

In addition to the Lt. Governor, Michael Scarpino, US DOE Clean Cities Program Manager and federal oversight representative for this project, expressed the federal government's excitement about America's First Biofuels Corridor, the pride in the coalition partners in the project and the model we now have to replicate this template across our great nation.

After the two keynote speakers, the event host retailer, Thornton's Quick Café and Market, a representative of event partners, American Lung Association of Indiana-- and Alabama Clean Fuels Coalition, made comments.

Upon the conclusion of the media event, guests mingled for photo opportunities, a tour of the Soybean/Corn Educational Trailer while enjoying refreshments sponsored by project partner, General Motors.

I65 America's First BioFuels Corridor Partners