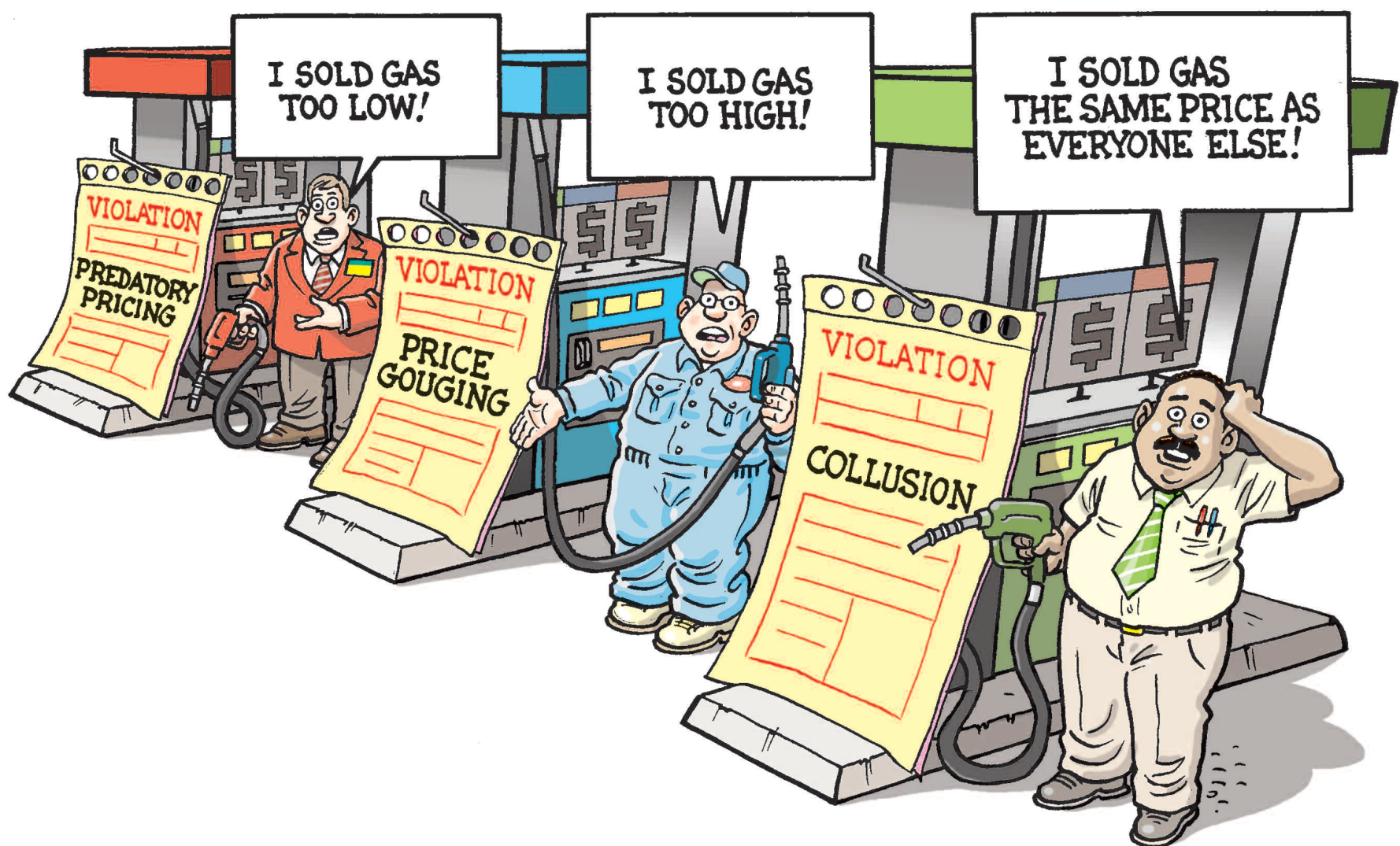


Gasoline Pricing: A No-Win Situation?



Retailers' income comprises only about 1% of the final price of a gallon of gas, yet they often feel as if they receive 100% of the blame.

More than 97% of the nation's convenience stores selling gasoline are owned or operated by independent companies that rely on sales at the store to run their business. Convenience store retailers dislike high gas prices as much as their customers do. When wholesale gas prices increase, they must fight to attract price-sensitive customers, often at the expense of profits, and watch their already-slim gas margins decline while their credit card costs go up.

Legislation addressing the retail gasoline market *must* reflect these realities. Get the facts at www.nacsonline.com/gasprices or call the National Association of Convenience Stores (NACS) at (703) 684-3600.

NACS

The Association for Convenience & Petroleum Retailing