

PRESS RELEASE

2006 National Shell Art Competition Winners Named

10/11/2006

Twenty-four promising young artists joined the roster of eminent names in Philippine art when they received their awards at the closing ceremonies of the National Shell Art competition at 6 p.m. on October 18 at the Activity Center of SM Megamall in Mandaluyong City.

In the sculpture category, Alfred Rey B. Capiral of UP Diliman won first prize for his work "The Way of Rule." The marble sculpture shows three human figures forming a pyramid in a depiction of the interrelationship between the social classes. He took home P50,000 cash from Pilipinas Shell Petroleum Corp., a gold medal and a plaque.

"Zoomorph," a brass sculpture by Jan Leeroy C. New of UP Diliman won second place. The artist says his work is a contrived representation of a mythical half-woman, half-avian creature. He received P35,000 cash from Pilipinas Shell Petroleum Corp., a silver medal and plaque.

The third prize in the sculpture category went to Jacob Nathaniel L. Lindo of FEU. His work in brass titled "Self-Analysis" shows a young man deep in thought and seemingly pondering the gravity of the times. He was awarded P25,000 cash from Pilipinas Shell Petroleum Corp., a bronze medal and plaque.

In the watercolor category, Junevy F. Llosa of the Technological Institute of the Philippines, won first prize for "Noon Time Show." The work depicts a very common sight in some corners of the city where young people pass the time in the streets playing a game of billiards. He took home P50,000 cash from Pilipinas Shell Petroleum Corp., a gold medal and a plaque as well as products worth P5,000 from Starpaper.

Ronald L. Heresano of the Polytechnic University of the Philippines won second prize in the watercolor category. His painting "Target" is a commentary on the plight of innocent civilians who at one time in their lives have experienced harsh treatment from military forces. He also won P35,000 in cash from Pilipinas Shell Petroleum Corp., a silver medal and plaque plus products worth P4,000 from Starpaper.

"Ang Pulubi Bilang Isang Propesyon," by Joel John L. Valenzuela of UP Diliman won third prize in the watercolor category. This social commentary on life in the city records a day in the life of a common fixture on our streets - the beggar. He also won P25,000 in cash from Pilipinas Shell Petroleum Corp., a bronze medal and plaque plus products worth P3,500 from Starpaper.

In the oil/acrylic category, Rovi Jesher R. Salegumba of UP Diliman took top honors with his work "Become." This stark rendition of the human figure (a reclining nude) incorporates archetypal symbols of an owl, a dragon and a caged creature. He took home P50,000 cash from Pilipinas Shell Petroleum Corp., a gold medal and a plaque as well as products worth P5,000 from Starpaper.

Christian T. Rodelas of AUP won second prize with his work "Faces of Poverty," a dialectical interpretation of poverty and its effects on people's lives. He also won P35,000 in cash from Pilipinas Shell Petroleum Corp., a silver medal and plaque plus products worth P4,000 from Starpaper.

"Massasayang mga Luha" by Jaypee S. Samson of UP Diliman, won third prize in the oil/acrylic category. The tableau shows an emotional scene of an extended family at a reunion with the grandmother as the central figure. He also won P25,000 in cash from Pilipinas Shell Petroleum Corp., a bronze medal and plaque plus products worth P3,500 from Starpaper.

In the digital fine arts category, Mercedes Pilar C. Feliciano of Technological University of the Philippines, won first prize with her work "Really, I'm Not an Apple." In her work, the artist used a very familiar object, the apple and transformed its shape to convey the message that sometimes people can use appearances to pretend to be what they are not. He also won P50,000 worth of EPSON products, a gold medal and plaque.

Second prize in the same category went to Maria Paola G. Pangilinan of the University of the East. Her work "Black Hole" is a very stark and dramatic depiction of a situation and an ironic but highly original use of a medium that is usually characterized by flashy colors and technical manipulations. He also received P35,000 worth of EPSON products, a silver medal and plaque.

Patrenio A. Malesido, Jr. of UP Diliman, won third place for his work "Fixation." He describes his work as a representation of the subliminal interplay of positive and negative shapes that represent a sexual fixation of man on the female breast. He also received P25,000 worth of EPSON products, a bronzer medal and plaque.

Other artists whose works were given honorable mention citations are the following: sculpture category - Joseph Andie R. Lamug, FEU, Henry Mark C. Gonzales, ABBA, and Richard Bayaua, PWU; watercolor - Jason A. Saldajeno, FEATI, Lance Kirby T. Yaneza, EARIST, and Billy Joe C. Doctora, Bulacan State University; oil/acrylic - Edward A. Morada, FEU, Ser Brave M. Singh, UNP, and Danilo G. Querijero, EARIST; digital fine arts - Romel V. Belga, AUP, Carolo R. Dultra, TUP and Kristoffer Neil Melicano, AUP.

The honorable mention winners in the sculpture, watercolor, oil/acrylic categories, each received P5,000 in cash from Pilipinas Shell Petroleum Corp. Those in the digital fine arts category were given P5,000 worth of EPSON products.

P20,000 in cash and a plaque of participation were given to the each of the schools of each first place winner in all the categories.

The judges in the 39th National Shell Art Competition were: Oil/acrylic - Elmere Borlongan, Gus Albor, Justin Nuyda, Soler Santos and Fernando Sena; watercolor - Renato Habulan, Angel Cacnio, Norberto Carating, Antipas Delotavo and Nemi Miranda; sculpture - Ral Arrogante, Junyee, Ramon Orlina, Reggie Yuson and Ramon Lerma; digital fine arts - Ross Capili, Edwin Loyola, Dopy Doplón, Randy Kanapi and Mario Parial.

Present during the awarding ceremonies were: participating students with their respective schools/universities/colleges officials/professors/deans; and Pilipinas Shell Petroleum Corp. executives/officials; Pilipinas Shell Petroleum Corp. Country Manager Edgar Chua, who presented the awards; Epson officials; Starpaper Corp. officials; all the judges and painter Nestor Olarte Vinluan.

PRESS RELEASE

Shell celebrates its Guinness World Record for Fuel Economy

06/11/2006

It was not long ago when news broke on Shell's Guinness World Record for Fuel Economy around the world. After 78 intense days of driving around the world, John and Helen Taylor together with Shell have earned a triumphant record for the most fuel efficient circumnavigation of the world ever undertaken in a standard car, completed using only 24 tanks of Shell fuel. Now, Shell wants to spread the word and celebrate its Guinness World Record here in the Philippines.

Let's take a look back at their record-breaking drive.

The Taylors left on London January 17, and they returned having covered 28,970 kilometers, across 25 countries, in 78 days of driving. But the most significant number of all is this: they have done so using just 1,303 liters of fuel. This means that they averaged 22.2 kilometers per liter – a surprising and phenomenal performance considering the official VW figures over the combined cycle (a combination of urban and extra-urban cycles) for the VW Golf FS11.6 is 40.4 mpg (imp) or 7.0 lt/100km (14.3 km/lt).

During the journey, they encountered every extreme of temperature, climate and terrain. However, despite these intense conditions, the record was achieved through a combination of Shell fuels and fuel efficient/Fuel Stretch driving practices. John Taylor says *"Getting this trip together was the realization of a great ambition for Helen and myself. A true technical challenge for the fuel, and a real test of endurance for all the team involved. I am so proud to have set the record with Shell".*

"We are committed to developing better fuels for Filipino motorists and have had over 70 years of innovation to give them fuels that address motorists' needs for greater fuel efficiency, and are specifically designed to take drivers further," explains Carl Posadas, Local Implementer, Fuels Category Management-Philippines & North Pacific Islands. *"Nowadays, drivers like you and me look for ways to drive more efficiently, thereby saving money. John and Helen Taylor are a testament to Shell fuels and to the principles of fuel efficient/Fuel Stretch driving."*

Sammy De Guzman, General Manager Shell Retail Philippines, comments *"In the spirit of the our Guinness accomplishment, we're looking forward to helping everyday drivers achieve greater fuel efficiency no matter where they live or what they drive -- setting their own personal records."*

Pilipinas Shell joins the global celebration of its Guinness World Record by bringing John and Helen Taylor to the Philippines for a series of events, and a record-breaking raffle of making 10 millionaires in a day.#

PRESS RELEASE

Ochoa, Garcia conquer the 14th year of SNYACC

22/10/2006

From among the 3,317 participants from the eight regional leg championships covering Luzon, Visayas, and Mindanao came the best contenders for the top seats in the grand finals of the 14th Shell National Youth Active Chess Championship (SNYACC).

The cool breeze over the Manila skyline on that Sunday afternoon was in contrast with the intense race of top chess players for the championship titles in the last three rounds of the Shell Active Chess. In round 7 of the 9-round chess, championship, Karl Victor Ochoa of Bulacan State University and Jan Emmanuel Garcia of San Beda College were leading in the Juniors and Kiddies divisions respectively that ultimately led them to a triumphant finish. Ochoa won with 7.5 points and 47.5 Bucholz to bring home Php 30,000.00 cash prize, a trophy, and a certificate while Garcia finished with 6.5 points and 50.0 Bucholz to win the Kiddies championship title, Php 20,000.00, a trophy, and a certificate.

Fifteen-year old Ochoa fiercely played the games beating his opponents to clinch the championship. "I really prepared for the Grand Finals. I have been practicing chess on the computer. There were times that I beat the computer," which Ochoa said coyly. He won first place last year in the Kiddies division. "Even though I did not win the championship title last year, I am so happy for winning the championship title in the Juniors Division this year."

After the grueling 9-round games in the Juniors division, Eugene Pimentel of the University of the East won first place with 6.5 points and 49.5 Bucholz while Gilly Jay Maximo of PMI Colleges (Manila) settled for second place with a score of 6.5 points and 44.0 Bucholz. Pimentel won Php 20,000.00, a trophy, and a certificate while Maximo won Php 15,000.00, a trophy, and a certificate.

In the Kiddies division, Haridas Pascua of Philippine Christian University scored 6.5 points and 46.0 Bucholz to win first place with Php 15,000.00 cash prize, a trophy, and a certificate. Jerich Cajeras of Escalante Central Elementary School (Negros Occidental) settled for second place with Php 10,000.00 cash prize, a trophy, and a certificate.

Photo shows (left) top three winners in the Kiddies division and Juniors division (right) with OP External Affairs North Cluster Manager Roberto Kanapi (extreme left), Congressman Matias Defensor (middle) and GM Eugene Torre (extreme right).

Asia's first grand master Eugene Torre and Honorable Matias Defensor, 3rd District of Quezon City Representative and current chairman of National Chess Federation of the Philippines, graced the awarding ceremonies.

In his speech, Torre praised Shell for supporting youth development through chess. "Shell is a super grand master because years before active chess was recognised in the country, Shell has already been supporting

this game for the youth. The result was astounding with many Filipino youth coming from the Shell Active Chess who were strong contenders in international meets and had achieved chess titles." He also shared with the audience the benefits of playing chess. "Chess is very popular nowadays. It keeps the youth away from drugs and it also develops character. Most of all, it teaches our youth the value of discipline." Torre also saluted the parents for giving support to their children to play chess. "Whenever I attend a competition like this, I remember my father who gave me full support to play chess. On that, I would like to thank all the parents who have been supporting their children to develop their chess skills by encouraging them to participate in activities like the Shell Active Chess."

To underscore the many benefits of chess, Hon. Matias Defensor said: "Ang active chess ang magiging hagdanan ng ating bayan, not only for sports development but for moral transformation as well." He cited the impeccable record of chess players from the Philippines who conquered international chess competitions. "Our country's records in chess cannot ever be matched in the whole of Asia. I am glad to see that our international masters have maintained their prominence in the chess arena and keep up to the challenges." Lastly, he thanked Shell for conducting youth programs such as the Shell Active Chess. "Salamat at nandito ang Shell Active Chess na tumutulong paghusayin ang potensyal ng ating mga kabataan sa larangan ng chess. Ang palarong ito ang nagsusulong sa pag-angat ng ating mga kabataang Pinoy. Maraming salamat sa Shell!"

Welcoming Torre and Honorable Defensor to the awarding ceremonies were Pilipinas Shell General Manager for External Affairs Roberto Kanapi and Business and Corporate Communications Manager John Arnaldo who also served as host of the event. The two-day grand finals of the Shell National Youth Active Chess Championship was held on October 21-22, 2006 at the Entertainment Plaza of SM City North EDSA. [Jun Jay G. Jimenez]

PRESS RELEASE

ORTIZ, FIEL HEAD SHELL CHESS FINALS CAST

13/10/2006

Gabriel Ortiz and Yves Fiel try to live up to their billing as they banner the 48-player field vying for top honors in the grand finals of the 2006 Shell National Youth Active Chess Championships slated Oct. 21-22,2006 at SM City North Edsa in Quezon City.

Although they failed to rule their respective divisions in the qualifiers, Ortiz and Fiel still emerged the top seeded players in their respective divisions heading into the culmination of this nationwide search for juniors and kiddies champions.

Ortiz, playing out of University of Cebu, finished third in the Central Visayas leg in Cebu topped by West Negros College's Eric Abanco with Venancio Loyola of Ramon Duterte National Memorial High School - Cebu taking the runner-up honors in the 20-year-old juniors division.

On the other hand, Fiel, a mainstay of Univ. of San Jose-Recoletos - Cebu, placed second to Jerich Cajeras of Escalante Central Elem. School - Negros Occidental in the 14-under kiddies category, also in the Cebu leg of the eight-stage series organized by Pilipinas Shell Petroleum Corp.

Bryll John Arellano, third placer in the Iloilo stage, is ranked second in the juniors division followed by Vic Neil Villanueva (NCR Leg), Nelson Mariano III (Baguio Leg), Eric Abanco (Cebu Leg), Venancio Loyola (Cebu Leg), Karl Victor Ochoa (Batangas Leg), Eugene Pimentel (Tuguegarao Leg), Adrian Dimakiling (Davao Leg) and Mark Mendoza (Tuguegarao Leg) in that order.

McDominique Lagula, champion of the Tuguegarao leg, is seeded next to Fiel in the kiddies followed by Dawn Grace Pacaña (Davao Leg), Steven Paul Aguirre (Iloilo Leg), Jan Emmanuel Garcia (Baguio Leg), Jude Emil Fronda (NCR Leg), Franz Robert Grafil (Zamboanga Leg), Michael Tabao (Tuguegarao Leg) and Nico Soler (Zamboanga Leg).

Play will be a nine-round Swiss system tournament with the winner in the juniors division receiving P30,000 and the champion in the kiddies getting P20,000 plus trophies.

The event is supported by Shell Super Premium, Shell Super Unleaded, Shell V-Power; Shell Diesoline Ultra, Shellane, McDonald's and Cebu Pacific in cooperation with SM Supermalls. The tournament is sanctioned by the National Chess Federation of the Philippines.

The opening ceremonies will be at 10:30 a.m. with four rounds slated on Oct. 21 starting at 12:30 p.m. The final five rounds will be held on Oct. 22 to be followed by the awarding ceremonies at 5:30 pm.

Completing the 2006 Shell National Youth Active Chess Championship finalists are: (Juniors) Junar Valeros, Luke Farre, Luigi James Laking, Herman Vallente, Ranel Morazo, Gilly Jay Maximo, Joseph Mercado, Ellan

Asuela, Rodolfo Calonia Jr., Rodel Alsado, Jerwell Andoy, Michel Ambuang, Brene Parreno, James Mark Ruiz; (Kiddies) Haridas Pascua, Loren Brigham Laceste, Mari Joseph Turqueza, Malone Chavez, Prince Mark Aquino, King Daniel Pesimo, Joel Pimentel, Jan Nigel Galan, Jerich Cajeras, Lennon Hart Salgados, Kritz Albelar, Don Agustin Divinagracia, Mary Israel Palero, Danilo Engay Jr., and Neptali Batucan III.

PRESS RELEASE

Southern Luzon leg - "Batangas surpasses previous records of attendance; Ochoa and Pesimo rule"

17/08/2006

The Luzon legs of the 14th Shell National Youth Active Chess Championships concluded on August 5 and 6, 2006 at the sole Southern Luzon Leg in Batangas City which gathered 372 chess players, the highest recorded attendance of the leg, from the different parts of Luzon, as far as Bulacan in the Central Luzon area and Naga City from the Bicolandia.

Ochoa and Pesimo were hailed as champs in the junior and kiddies divisions respectively. The tourney was held in SM City Batangas Entertainment Plaza.

General Manager of Shell Tabangao Refinery Rebecca Alivio in a handshake with Batangas City Administrator Philip Baroja witnessed by (from left to right) External Affairs Manager of Shell Tabangao Refinery Jun Espina, Chief Arbiter Gene Poliarco, and Batangas City Executive Assistant for Youth and Sports Development Program Manolo Perlada.

Present to witness the opening of the event were Rebecca Alivio, General Manager of Shell Tabangao Refinery, Philip Baroja, City Administrator - Batangas City, and Jun Espina, External Affairs Manager of Shell Tabangao Refinery.

Representatives from Shellane Tanauan City Branch were also there to be part of the activity. Shellane LPG's mascot, Smarty, graced the first day of the tourney by handing out LPG product information materials to the parents of chess participants as well as to entertain the kids.

Batangas City Administrator Philip Baroja lauded Pilipinas Shell for bringing the chess tourney to the locale. He was also overwhelmed for having a total of 372 participants, which was very far from last year's attendance.

Winners of the juniors division with (from left to right) External Affairs Manager of Shell Tabangao Refinery Jun Espina, Assistant Mall Manager - SM City Batangas Lawrence Calingasan IV, Batangas City Executive Assistant for Youth and Sports Development Program Manolo Perlada, and Pilipinas SHell Business and Corporate Communications Manager John Arnaldo.

Bulacan's bet Karl Victor Ochoa took the top position among the 157 players in the juniors division. He got an almost perfect score of 6.5 with 35 Bucholz points. Next to him were Gilly Jay Maximo of the Philippine Maritime Institute (first runner up) and Joseph Mercado of San Sebastian College - Manila (second runner up).

Winners of the kiddies division with (from left to right) Assistant Mall Manager - SM City Batangas Lawrence Calingasan IV, External Affairs Manager of Shell Tabangao Refinery Jun Espina, Executive Assistant to the Governor of Batangas Dante Baronia, Batangas City Executive Assistant for Youth and Sports Development Program Manolo Perlada, and Pilipinas Shell Business and Corporate Communications Manager John Arnaldo.

King Daniel Pesimo from Bicol was the champ among the 215 players in the kiddies division having a perfect score of 7 with 32.5 Bucholz points. Next to him were Joel Pimentel from La Salle Greenhills and Jan Nigel Galan from Lawang Bato Elementary School - Valenzuela City.

The champs along with their runners up got their sure seats in the finals slated on October 22-23 in SM North Edsa.

(Left photo) Mikee Charlene Suede receives the top female player award with (from left to right) External Affairs Manager of Shell Tabangao Refinery Jun Espina, Executive Assistant to the Governor of Batangas Dante Baronia, Batangas City Executive Assistant for Youth and Sports Development Program Manolo Perlada, and Pilipinas Shell Business and Corporate Communications Manager John Arnaldo.

(Right Photo) Lander Gabriel Fulcher, the youngest player awardee, makes a move against his opponent.

Mikee Charlene Suede grabbed the overall top female player award with a score of 6 points and 32.5 Bucholz points. She was also the fourth runner up in the kiddies division. Lander Gabriel Fulcher of La Immaculada Concepcion School was the youngest player of the tourney at 4 years and 1 month.

Batangueños grabbed the school most represented in both the juniors and kiddies division respectively. University of Batangas had the most number of players in the juniors division with 28 players while First Asia Institute of Technology and Humanities (FAITH) in Tanauan City was the most represented in the kiddies division with 22 players.

Present during the awarding were Pilipinas Shell Business & Corporate Communications Manager John Arnaldo, Assistant Mall Manager - SM City Batangas Lawrence Calingasan IV, Shell Tabangao Refinery External Affairs Manager Jun Espina, Executive Assistant for Youth and Sports Development Program - Batangas City Manolo Perlada, and Executive Assistant to the Governor of Batangas Dante Baronia.

The sponsors of the 14th Shell National Youth Active Chess Champonship are Super Premium, Super Unleaded, Shell V Power, Shell Diesoline Ultra, Shell Diesoline Ultra, Shellane, McDonald's and Cebu Pacific. The staging of the annual Shell chess tourney is in cooperation with SM Supermalls and sanctioned by the National Chess Federation of the Philippines.

Visayas is the next destination for the tourney, with first stop at Cebu which is slated as the fifth leg of the 14th Shell National Youth Active Chess. It took place at SM City Cebu Entertainment Plaza on August 19-20, 2006. [Kay Eser]

PRESS RELEASE

Shell V-Power Karting: Experiencing the Ferrari kick

02/08/2006

To experience the thrill and power behind the recently launched Shell V-Power, Shell will be holding its V-Power Karting event with car enthusiasts and media representatives at the newest and modern karting track in Sucat, City Kart. Not only will the attendees experience V-Power on the race track, but they will also be invited to tank-up their cars with V-Power at Shell Fort Bonifacio before making their way to City Kart, Sucat.

Shell products have contributed to Ferrari's success by supplying the optimal fuels and lubricant to run at high speeds. Enzo Ferrari later summed up the long-standing partnership: "The people at Shell were always aware of the great importance of the experience gained in motor racing, and that is why the company achieved such exceptional results."

With the launch of its Ferrari inspired fuel, V-Power, Shell now allows you to achieve the same results in your own car. "It brings together the technical expertise of Shell and Ferrari in a product that is designed for drivers like you and me. Now, with Shell V-Power, a car is not just any car. Rather, it is a car that moves better, giving you that exhilarating driving experience, almost as if you were driving in the F1 races. Clearly, Shell V-Power exists to give you that added kick and sustained power, when you want it, for that exhilarating sense of freedom while driving," said Carl Posadas, Local Implementer, Fuels Category Management-Philippines & North Pacific Islands.

Shell V-Power is designed to burn more efficiently and cleanly. This means that the engine can produce more power and run more smoothly. This is important because over time, deposits can build up in your car's engine. With its unique formulation, Shell V-Power is designed to remove and prevent these deposits, ensuring that Shell V-Power customers receive the same service as Ferrari's Formula One drivers.

All these will be challenged during the upcoming V-Power Karting wherein car enthusiasts and media representatives will be gassing-up with V-Power and will be hitting the road making their way to City Kart. Guests will compete with each other as they race on the track using go-karts fueled by V-Power. City Kart's race track characterized by its eleven technical turns and straight runs, prove to be a challenge for racers while the stopwatch ticks away during their qualifying laps. Thereafter, racers will be divided into heats gunning for top position and championship of the V-Power Karting event.

"The Shell V-Power Karting event is a unique way for car enthusiasts to experience the Ferrari fuel on and off the race track," said Carlos Posadas. "Not only will they feel the power in their own cars, but also behind the racing wheel."

PRESS RELEASE

Pimentel, Lagula rule Shell chessfest in Tuguegarao

01/08/2006

Roberto Kanapi, Pilipinas Shell General Manager for External Affairs (right) and Tuguegarao City Mayor Randolph Ting shake hands after making the ceremonial moves at the start of the Tuguegarao leg of the 14th National Youth Active Chess. Witnessed by (standing, left to right) Chief Arbiter Erwin Carag, Shell Dealer (Tuguegarao) Jay Carag, Pilipinas Shell Retail Territory Manager for Cagayan Province Ryan Bahia, and Bombo Radyo (DZGR) Tuguegarao Station Manager Christopher Estolas.

Eugene Pimentel of the University of the East held Ranel Morazo of Interworld Colleges Foundation in Tarlac to a draw in the final round to bring home the top plum in the juniors division while Mac Dominique Lagula of Bonfal Pilot Central School in Nueva Vizcaya quashed bid of Prince Mark Aquino for the kiddies crown in the Northern Luzon leg - Tuguegarao of the 2006 Shell National Youth Active Chess Championship held on July 22-23, 2006 at the People's Gym in Tuguegarao City.

Posting a headstart in the first four rounds of the competition, top-seeded Pimentel further boosted his bid to win the crown by beating Jayson Visa and Jesus Alfonso Datu of General Ricardo Papa High School - Taguig (3rd runner up), then went for a draw with Morazo in the final round to finish with 6.5 points and Bucholz of 31.5 to finish as leg champion. Mark Mendoza of Cagayan National High School placed 2nd runner up with 6 points and Bucholz of 29 points.

Juniors and kiddies division winners who will compete in the finals on October 21-22, 2006 at SM North EDSA.

In the kiddies division, Lagula clinched the top title by nipping Prince Mark Aquino of Divine Grace Montessori - Pangasinan (1st runner up) and Michael Tabao of Cagayan National High School (2nd runner up).

To see more championship heat in the Grand Finals of Shell Active Chess on October 21-22, 2006 at SM North EDSA were Pimentel, Morazo, and Mendoza in the Juniors division while Lagula, Aquino, and Tabao will compete in the Kiddies division.

Winning special awards were Crizelle Geron of Cagayan National High School as Overall Top Female Player with 6 points and Bucholz of 31.5 and Philip Bryan Geron of Tuguegarao Day Care Center as youngest player at age 4. Winners of the school most represented awards were Tuguegarao West Elementary School with 77 players in the kiddies division and Cagayan National High School with 9 delegates in the juniors division.

This year's Shell Active Chess championship in Tuguegarao gathered 262 participants, up from 238 participants that joined the tournament last year.

Pilipinas Shell General Manager for External Affairs Roberto Kanapi, Tuguegarao City Administrator Miguel Lim, and Pilipinas Shell Retail Territory Manager for Cagayan Province Ryan Bahia awarded the trophies and prizes to the winners.

The fourth leg of the eight-stage nationwide Shell chess championship circuit will be held on August 5-6, 2006 at SM Batangas. [Jun Jay G. Jimenez]

(Left photo: The tourney's top female player Crizelle Geron with Tuguegarao City Administrator Miguel Lim, and Pilipinas Shell Retail Territory Manager for Cagayan Province Ryan Bahia)

(Right photo: Youngest player of the leg Philip Bryan Geron (brother of the top female player) with his mother, Pilipinas Shell General Manager for External Affairs Roberto Kanapi, Tuguegarao City Administrator Miguel Lim, and Pilipinas Shell Retail Territory Manager for Cagayan Province Ryan Bahia)

PRESS RELEASE

Manileños' Mariano and Turqueza emerged as champs in Baguio leg of the annual Shell Active Chess

09/07/2006

"If you really want you'll go for it..."

The best phrase that would describe our young chess players, not only from Baguio City, but also from different parts of Luzon: La Union, Ilocos Norte and Ilocos Sur, Nueva Vizcaya, Pangasinan, Pampanga, Cavite, NCR and as far as Sorsogon, as they vied for the top positions in the first out-of-town leg of the 14th year of Shell National Youth Active Chess last July 8 and 9 in SM City Baguio Lower Atrium. Not even the 15°C temperature of Baguio and the tail of the reported storm could hinder these young minds in showcasing their chess skills.

Among the three hundred and eighteen chess players, two Manileños, Nelson Mariano III and Mari Joseph Turqueza, emerged as the conquerors of the junior and kiddies divisions respectively.

Mayor Braulio D. Yaranon, Baguio City Mayor, and Mr. Raul Molintas, Director of the National Chess Federation graced the opening ceremonies, with Mr. John Arnaldo, Business and Corporate Communications Manager of Pilipinas Shell.

(left photo) Raul Molintas giving his opening remarks. (right photo) Mayor Braulio Yaranon and Raul Molintas did the ceremonial moves to officially open the tournament, witnessed by John Arnaldo and Alden Espanillo.

Arnaldo gave an emphasis in his opening remarks to the players to finish the seven rounds, and not giving up easily. On the other hand, Raul Molintas lauded Pilipinas Shell's continuous service in molding and helping the Filipino youth finding their strengths and developing their skills through the Shell National Youth Active Chess.

(from left to right) Pilipinas Shell Business and Corporate Communications Manager John Arnaldo, the winners of the juniors division Herman Vallente (second runner up), Nelson Mariano III (champion), and Luigi James Laking (first runner up), Baguio City Sports Coordinator Edison Villafuerte, and Pilipinas Shell General Manager for External Affairs Roberto Kanapi.

Nelson Mariano III (from the University of the East), straight from Manila, excelled in the juniors division with a slight "win-over" advantage against Baguio's bet, Luigi James Laking. He topped among the 89 other chess players from different parts of Luzon with the score of six points and 33.5 Bucholz. In the kiddies division, another Manileño, Mari Joseph Turqueza, emerged as the champ among the other 217 chess

players with an almost perfect score of six point five with 33.25 Bucholz. Both Mariano and Turqueza have guaranteed seats in the finals which will be held on October 22-23 in SM North Edsa.

(from left to right) Pilipinas Shell Business and Corporate Communications Manager John Arnaldo, the winners of the kiddies division Jan Emmanuel Garcia (first runner up), Mari Joseph Turqueza (champion), and Malone Chavez (second runner up), Baguio City Sports Coordinator Edison Villafuerte, and Pilipinas Shell General Manager for External Affairs Roberto Kanapi.

It was a tough seventh round for Nelson Mariano III because this was his concluding game against Luigi James Laking. Everyone at the SM Lower Atrium felt the pressure between these two players. Other players in the kiddies division who qualified for finals were, San Beda's Jan Emmanuel Garcia (first runner up) with six point five points and 28.75 Bucholz and Malone Chavez (second runner up), from Baguio City National High School with the same score and Bucholz. In the juniors division, natives of the North, Luigi James Laking of the Cordillera College (first runner up) with six points and 32.5 Bucholz and Herman Vallente of the University of Baguio (second runner up) with the same points and 32 Bucholz, grabbed the other two seats for finals.

As expected, chess teams from the north got the school most represented awards, Baguio City National High School in the kiddies division with 16 players and St. Louis University of Baguio City in the juniors division with 13 players.

Whereas on the other hand, a Manileño and Manileña grabbed the individual special awards. The youngest player award was given to Andrew Sopungco of Lourdes School of Mandaluyong, aged five years old and 8 days. He was also a candidate of the same award during the NCR leg, but he was five months older than the winner. The top female player was given to Mikee Charlene Suede of Pitogo Elementary School with six points and 32.5 Bucholz.

Youngest player awardee Andrew Sopungco aged five years old (left photo) and top female player awardee Mikee Charlene Suede with John Arnaldo, Chief Arbiter Gene Poliarco, Edison Villafuerte and Roberto Kanapi (right photo).

In the closing ceremonies, John Arnaldo, Baguio City Sports Coordinator Edison Villafuerte, and Roberto Kanapi presented the awards to the winners. Each winners from the respective divisions received individual trophies and cash prizes.

The sponsors of the 14th Shell National Youth Active Chess Champonship are Shell Better Mileage Gasolines, Shell Diesoline Ultra, Shellane, McDonald's and Cebu Pacific. The staging of the annual Shell chess tourney is in cooperation with SM Supermalls and sanctioned by the National Chess Federation of the Philippines.

The next leg is set in Tuguegarao City, on July 22-23, 2006 at the People's Gymnasium. [Kay Eser]

Shell Active Chess kicks-off its NCR Leg; Baguio slated as the next chess fever site

30/06/2006

After two days of the mind toiling and wood pushing fever, Fronda and Villanueva topped the kiddies and juniors division respectively in the 14th Shell National Youth Active Chess Champonship (SNYACC) NCR Leg. The chess tournament was held on June 24-25, 2006 at the 5th Floor Activity Center of the SM City Manila.

The two-day tourney was the kick-off of the eight leg series to be held in different parts of the country. Five hundred youngsters vied for top positions for a sure seat in the finals on October 22 and 23.

First District of Surigao del Sur Congressman and President of the National Chess Federation of the Philippines Prospero Pichay delivered the inspirational message for the participants. He noted that Filipinos have already paved their way to being one of the calibered players in the world of chess. He also lauded Pilipinas Shell for giving support to the sport that develops the potential of the Filipino youth.



(Left photo) Congressman Pichay delivers his message to the chess participants; **(Right photo)** Shell companies in the Philippines Country Controller Lito Diga (seated, right) and Congressman Pichay lead the ceremonial moves to officially open the tournament.

Congressman Pichay and Country Controller for Shell companies in the Philippines Lito Diga led the ceremonial moves to officially open the tourney, witnessed by Shell Pandacan Social Performance Head Janot Baretto, Pilipinas Shell Business & Corporate Communications Manager John Arnaldo, International Arbiter Gene Poliarco, Pilipinas Shell General Manager for External Affairs Roberto Kanapi, with the arbiters and some of the participants.

University of Sto. Tomas' bet Vic Neil Villanueva (shown left below) reigned over the other 219 contenders in the juniors division with a perfect score of seven and 28 Bucholz. In the kiddies' divison, Jude Emil Fronda from Colegio de San Juan de Letran (right below) prevailed over the other 279 kiddies participants with a score of 6.5 and 35 Bucholz.

It was a tough competition for every participant of the tourney, but Juniors division champ Vic Neil Villanueva had a different story to tell about his winning. According to him, "I just got my luck... If not for the celebration of Manila Day yesterday, I should have been in school, attending my weekend classes...". He also added that he would be really preparing for the finals, because it will be held almost the same time with the UAAP where he is targetting a position in the A-list.

Other winners in the juniors division were Junar Valeros (first runner up) of Adamson University and Luke Farre (second runner up) of San Sebastian College. In the kiddies division, Haridas Pascua (first runner up) and Loren Brigham Laceste (second runner up) followed Fronda. These players, along with the champions, got sure seats in the finals.

Carlos Miguel Adamos bagged one of the tourney's special awards, the youngest player award. He was also a participant of the Shell chess tourney in the past year but did not finish the leg. During that time, he cried realising that he was bound to play chess with a 14-year old boy whereas, he was two years old then.

On the other hand, Christy Lamiel Bernales of the University of the East bagged the over-all top female player award with a score of 6 points and 24.5 Bucholz.

La Immaculada Concepcion School won the most represented school award in the kiddies division with 28 players while St. Jude Catholic School won the award in the juniors division with 19 players.

In the closing ceremonies, Arnaldo and Vice President of the National Chess Federation of the Philippines Eduardo Madrid presented the awards to the winners. Each winners from the respective divisions received individual trophies and cash prizes.

The sponsors of the 14th Shell National Youth Active Chess Champonship are Shell Better Mileage Gasolines, Shell Diesoline Ultra, Shellane, McDonald's and Cebu Pacific. The staging of the annual Shell chess tourney is in cooperation with SM Supermalls and sanctioned by the National Chess Federation of the Philippines.

The next leg is slated in Baguio, on July 8-9, 2006 at the SM City Lower Ground Atrium.[Kay Eser]

PRESS RELEASE

BAGUIO HOSTS SHELL ACTIVE CHESS 2ND LEG

30/06/2006

The race for the 2006 Shell National Youth Active Chess Championship grand finals resumes next month with the staging of the second leg in Baguio City on July 8-9 with a new set of talents expected to vie for top honors in two divisions.

This 8-leg chess tournament has two categories - the juniors, exclusively for players 20-years-old and below, and the kiddies, for players 14-years-old and below.

The Baguio event serves as the first of the two Northern Luzon legs to be held in cooperation with SM Supermalls sanctioned by National Chess Federation of the Philippines (NCFP). It will culminate in the grand finals in October with the champion in the juniors division receiving P30,000 and the kiddies champion getting P20,000. Leg winners in the junior and kiddies categories will also bring home P5,000 and P4,000, respectively.

For details, contact chief coordinator Alex Dinoy (744-1664 or 0916-5146384) and local coordinator Briccio Domondon (074 446-9103-Baguio).

Registration forms are also available at all Shellane showrooms nationwide and at selected Shell depots/installations and service stations. Other sponsors of the event are Shell Better Mileage Gasolines: Super Premium, Super Unleaded, Velocity; Shell Diesoline Ultra, Shellane, McDonald's and Cebu Pacific.

The top three players in each category after the seven-round robin Swiss system tournament will join the top finishers in the seven other legs in the grand finals slated Oct. 21-22 at SM City North Edsa.

In the recently concluded NCR Leg, UST's Vic Neil Villanueva and Jude Fronda of Letran bagged the champion's crown in the juniors and kiddies divisions, respectively. Joining Villanueva are Junar Valeros of Adamson and Luke Farre of San Sebastian, while PCU's Haridas Pascua and Loren Laceste, also of Letran, booked the two other grand final spots in the kiddies side.

PRESS RELEASE

8-LEG SHELL NATIONAL YOUTH ACTIVE CHESS CHAMPIONSHIP FIRES OFF JUNE 24

17/05/2006

Chess gets another boost this year as Pilipinas Shell Petroleum Corporation kicks off its annual Shell National Youth Active Chess Championship on June 24-25 beginning with the National Capital Region (NCR) eliminations at SM City Manila.

The eight-leg circuit will hop to key cities in the provinces - from up north in Tuguegarao and down south in Zamboanga, now back as one of the venues in Pilipinas Shell's effort to reach out to areas where chess has a big following.

Registration is ongoing with fee pegged at P50 with the sponsoring Pilipinas Shell expecting a record field in the country's biggest talent-search from both the chess-playing students and out-of-school youths. It features two divisions -- the juniors, exclusively for players 20-years-old and below (born not later than 1986), and the kiddies, for players 14-years-old and below (born not later than 1992).

Baguio will host the second leg on July 8-9 at SM City Baguio before Tuguegarao takes its turn on July 22-23 at the People's Gymnasium in Tuguegarao City for the Northern Luzon legs while the Southern Luzon stage (Batangas) will be played Aug. 5-6 at SM City Batangas.

Action in the event, backed by Shell Better Mileage Gasolines: Super Premium, Super Unleaded, Velocity; Shell Diesoline Ultra, Shellane, McDonalds and Cebu Pacific, resumes on Aug. 19-20 (SM City Cebu) in Cebu City and on Sept. 2-3 (SM City Iloilo) in Iloilo for the Visayas legs before the event winds up with the Mindanao legs on Sept. 16-17 (SM City Davao) in Davao City and on Sept. 30-Oct. 1 (Ateneo de Zamboanga University Gymnasium) in Zamboanga.

The eight-leg circuit, held in cooperation with SM Supermalls sanctioned by National Chess Federation of the Philippines (NCFP), will culminate in the grand finals on Oct. 21-22 at SM City North Edsa Quezon City with the champion in the juniors division receiving P30,000 and the kiddie champion getting P20,000. Leg winners in the junior and kiddies categories will also bring home P5,000 and P4,000, respectively.

For details, please contact the following coordinators: Alex Dinoy at 744-1664 or 0916-5146384 or the local coordinators Briccio Domondon (074 446-9103-Baguio); Mariano Cabugos (078 844-2894-Tuguegarao); Joselito Castro (043 723-2568/723-4246-Batangas); NM Ben Macapaz (032 344-3748-Cebu); NM Cesar Mariano (033 336-6205/0919-2833826 / 0919-4720513 -Iloilo); NA Ronnie Tabudlong (082 300-4260-Davao); Engr. Carlos Florendo (0920 627-9784-Zamboanga).

Registration forms are also available at all Shellane showrooms nationwide and at selected Shell depots/installations, service stations (Davao City only) and local offices.

The event, which has produced chess champions like GMs Mark Paragua and Nelson Mariano II and 12-year-old Wesley So, the youngest Filipino to play in the Olympiad, is the only chess tournament that is truly national in scope and it has been the most anticipated annual series among the youth, particularly this Olympiad year.

Representation in the grand finals per category will be composed of the top three placers each from the NCR, Northern and Southern Luzon, Visayas and Mindanao stages.

Under the format, leg competitions for both the juniors and kiddies divisions will be a 7-round Swiss system while play in the grand finals will use a 9-round Swiss system.

PRESS RELEASE

We're touching lives - the all new Shell Corporate Campaign

15/05/2006

For more than two decades now, Shell has been supporting sustainable development programs aimed at providing better work and livelihood opportunities, free education, improving living conditions of poor communities and families, restoration and preservation of the environment.

For the first time in a very long time, inspiring stories come to life in an all-new corporate campaign for Shell entitled Touching Lives. To better inform the external publics, Shell in the Philippines launched a tri-media campaign that showcases four key programs such as the 'Gas Mo, Bukas Mo' program for forecourt attendants, the Sanayan sa Kakayahang Agrikultura, the Shell Gawad Kalinga, and the La Mesa Watershed Rehabilitation.

From being recognized as a major contributor to society, a technology leader, innovator and maker of quality products, now we are a company with a big heart who does its share in social progress, stability, and nation building.

The 60-second TV commercial heralds inspiring stories that remarkably gave new hope as well as energised progress, stability, and nation building. The campaign started on May 14, 2006 for the external publics to appreciate the social and environmental programs of Shell. An internal launch for Shell employees was also

staged on May 12, 2006 at the Shell House in Makati City.

During the internal launch, Shell companies in the Philippines Country Chairman Edgar Chua shared with the staff and guests Shell's journey from leaving the Philippine Basketball Association arena towards intensifying social development programs to empower the people and the communities. Chua said: "This (new corporate ad campaign) is not just our operating performance but it defines who we are as a company and how we contribute to nation building. As a responsible company, Corporate Social Responsibility is not an activity which is separate

from how we do business but is part of doing business for Shell. We must be seen as a company that looks after the welfare of not only our staff but also reaching beyond the borders of our company and our operations. The feeling of satisfaction is great when you see that you have touched people's lives in a very positive way and the small things we do are actually big things for other people."

A significant part of the launch was the handover of donation to Gawad Kalinga Executive Director Tony Meloto. The donation will be used for the rehabilitation of Guinsaugon, Southern Leyte that was ravaged by a landslide early this year. Meloto said: "on behalf of the typhoon victims of Southern Leyte, I want to thank all the personnel and the entire Shell organisation for this generous contribution. This is important

because Shell helped power the bandwagon for nation building. Gawad Kalinga has become the vehicle. The bigness of Shell provided the viability of our vision: "no more squatters, no more slums" - because we're going to transform this country, community after community." Pilipinas Shell Vice President for External Affairs Romeo De Guzman joined Chua during the turnover of donation to Gawad Kalinga.

The new Shell Corporate Campaign is an honest revelation of how Shell has touched the lives of our recipients. Clearly, their gratitude shines through as they willingly gave their best. As the jingle goes, "we know we've turned the key...we see a smile, we're home free".

The New Thinkers Company represented by Clarry Dytianquin and Celina Matias conceived the TV commercial and directed by Ms. Sockie Fernandez, a multi-awarded director. Cinematography was by Shane Sarte. The entire commercial was shot using 16mm film in four key locations: Shell Gawad Kalinga Village in Batangas, a farmland in San Vicente, Laguna, La Mesa Watershed, and SLEX Shell station. Post-production work was done in Optima.

Gerdie Francisco, a Berkeley graduate, composed the jingle music and arranged by Juan Miguel Salvador. New Thinkers Company wrote the lyrics. Mixing was done in Adfarm. The print campaign was shot simultaneously with the TV production with Jun Montefar as photographer. [Jun Jay G. Jimenez]

PRESS RELEASE

Pilipinas Shell Launches the New and Improved Shell Diesoline Ultra

24/04/2006

Pilipinas Shell Petroleum Corporation recently launched Shell Diesoline Ultra, the new and improved diesel designed to protect the engine. This new formula brings superior protection to diesel-powered engines by keeping its injectors free from deposits and forming a protective shield over vital engine parts.

“Dagdag Proteksyon sa Makina na Walang Dagdag sa Presyo”

“The new and improved Shell Diesoline Ultra is designed to keep your engine clean, protecting it against corrosion and the effects of aging at no extra cost,” says Carl Posadas, Shell’s Fuels Brand Manager. Shell Diesoline Ultra gives motorists added protection benefit and carries the theme **“Dagdag Proteksyon sa Makina na Walang Dagdag sa Presyo”**.

Motorists nowadays seek competitively priced fuels but they do not want to compromise the life of their engines. They believe that their vehicle is an investment hence they are particular in the kind of diesel that they use. In short, they want better value for their money. Recognizing this need, Shell introduces Shell Diesoline Ultra, which provides extra protection at no extra cost. In its commitment to protecting not just the engine but the driver as well Shell, offers the following maintenance and driving tips for diesel powered engines:

- Clean or change your air filters regularly to prevent clogged air intake, which subsequently increases smoke. Diesel powered vehicles require more air intake than vehicles that run on gasoline.
- Change the engine oil as often as recommended by the vehicle manufacturer. Dirty engine oil becomes very thick and will cause excessive engine and turbocharger wear that leads to increased smoke emissions.
- Maintain the engine’s fuel injection system as recommended by the manufacturer. This may include fuel filter change; regular draining of the water/fuel separator; checking, cleaning and replacing of injectors to prevent plugging; and having the fuel injection pump maintained as needed.
- While driving, avoid prolonged wide-open-throttle accelerations from stops. Use moderate accelerations.
- Avoid slowing the engine while in top gear. Instead, shift to lower gear so your engine doesn’t suffer.
- Ease off the accelerator under load conditions such as when climbing or towing a heavy load. The fuel delivered at near maximum throttle positions under load conditions is simply making smoke, not power.

The new and improved Shell Diesoline Ultra is now available in all Shell stations nationwide. Motorists can now enjoy all these extra protection with every fill up of Shell Diesoline Ultra to their vehicles at no extra cost.

PRESS RELEASE

2006 DOE Fuel Economy Run for Passenger Cars and Light Duty Vehicles

20/04/2006

With the skyrocketing oil prices reaching a new high of \$71.46 per barrel this week, the Department of Energy (DOE) deems it necessary to aggressively promote energy efficiency programs and activities in all sectors. In the transport sector, which eats up a big chunk of the fuel supply, the DOE will conduct the Vehicle Fuel Economy Run to promote fuel economy consciousness and consumer empowerment by obtaining data on actual fuel consumption of passenger vehicles based on the actual driving conditions employing fuel efficiency measures and techniques.

After six (6) successful Fuel Economy Runs since 2002, the 2006 DOE Fuel Economy Run will kick off on Saturday, May 13, 2006 at 2:00 in the morning with the start and end of run at the DOE, Fort Bonifacio, Taguig City. Target participants are four-wheeled passenger cars and light vehicles fueled by gasoline or diesel designed to transport person/s.

Participating vehicles will be divided into four (3) categories namely: a) passenger cars, b) Asian utility vehicles/multi-purpose vehicles (AUVs/MPVs), c) light commercial vehicles/sports utility vehicles (LCVs/SUVs), and d) other light duty vehicles. Thirty-five (35) manufacturer's stock vehicles from different manufacturers, assemblers and distributors will participate in this event.

The Fuel Economy Run shall cover a distance of 162.8 kilometers from DOE-Lipa City-DOE. All participating vehicles shall run at an average speed of eighty kilometers per hour (80 kph) and are not allowed to overtake other entries. Results of the Fuel Economy Run will be announced immediately during the culminating program at the DOE grounds.

This event aims to increase awareness on the importance of energy efficiency in the use of vehicles, promote fuel economy consciousness, encourage good driving habits, provide vital information on the fuel economy rating performance of the different newly assembled vehicles available in the market today and make comparative analysis with the data obtained from the previous fuel economy runs.

The 2006 DOE Fuel Economy Run for Passenger Cars and Light Duty Vehicles is supported by Pilipinas Shell Petroleum Corporation (PSPC) in cooperation with the following organizations: Filipino Car Foundation (FILCAR), Automobile Association of the Philippines (AAP), Citizens Traffic Action (CTA) and Philippine National Police - Traffic Management Group (PNP-TMG).

PRESS RELEASE

On the Road with the New and Improved Shell Diesoline Ultra

05/04/2006

Shell Offers Protection Packs for Holy Week Travelers

Pilipinas Shell Petroleum Corporation will be launching Shell Diesoline Ultra, the newest diesel that helps protect the engine. "The new and improved Shell Diesoline Ultra is designed to keep your engine clean, protecting it against corrosion and the effects of aging at no extra cost," says Randolph Del Valle, Shell's Fuels Brand Manager. Shell Diesoline Ultra brings superior protection to the engine by keeping its injectors free from deposits and forming a protective shield over vital engine parts.

In line with the Shell Diesoline Ultra (SDU) protection benefit carrying the theme, "Dagdag Proteksyon sa Makina na Walang Dagdag sa Presyo," Shell will offer travel protection packs for motorists during the Holy Week. Summer motorists will enjoy protection packs that include Green Cross products, an SDU face towel, and Select premium items. These packs will be available in selected Shell stations located in the North and South Luzon Expressways this April. Shell recognizes that most Filipinos are on the road during the Holy Week. In view of this, Shell aims to protect not only the engine but also the driver himself. Aside from protection packs, Shell also offers safety travel tips to summer motorists to ensure a worry-free travel whether with friends or family. Here are some safety travel tips that may come in handy:

- Always check your car before driving on the road. Check the water in your radiator and make sure you have enough fuel in your tank.
- Remember to keep your spare tire inflated.
- Always check your brakes.
- Wear your seatbelt; it saves lives. Make sure everyone in the car wears theirs too.
- Follow traffic signs. Make sure that you stay within the speed limit.
- Be a defensive driver. Don't be careless. Remember to use all your signals.
- Don't be a juggler inside your car when driving. Talking on the phone or eating at the same time while driving is an accident waiting to happen.

Reinforcing Shell's commitment to protecting the driver not just the vehicle, Shell Diesoline Ultra provides peace of mind to motorists by making them feel that their engine is protected for longer life. Motorists will enjoy all this extra protection with every fill up of Shell Diesoline Ultra to their vehicles.

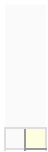
PRESS RELEASE

Shower of prizes in Card & Loyalty's latest promo

31/01/2006

Shell Rewards – Pepeng Pasada winners nationwide have the chance to bring home bounty of prizes through the “Basta Driver, May Chance Maging Winner” promo.

During the preliminary draw held on January 31, 2006 at the Shell House in Makati City, 200 14” Sharp 14LV75M Color Televisions, 200 Philips 3005K DVD Players, and 100 Motolite Jeepney Batteries were given away to lucky members of Shell Rewards – Pepeng Pasada Club. One Hundred Sixty (160) winners came from Greater Manila Area, 180 winners from North Luzon and South Luzon, 80 winners from Visayas, and 80 winners from Mindanao.



Gallardo & Associates Account Manager Bede Ongtengsiem, Ares Albelar, Retail Financial Accountant Orland Icaro and DTI Rep. Alver Atengco; (right) photo shows Karla Lukban, Jackie Benavidez, and DTI Representative Alver Atengco during the preliminary draw.

Shell Loyalty Program Manager – Philippines Ares Arvini Albelar led the preliminary draw with Department of Trade and Industry Senior Trade and Industry Development Representatives Froilan Ibay and Alver Atengco. With them were Cards & Loyalty Operations Manager Anna Lim, Pilipinas Shell Retail Financial Accountant Orland Icaro, Retail Finance SOX Team Member Ma. Viena Teresa Magsanoc, Retail Procurement Jackie Banavidez, Brand & Communications Local Implementer Karla Lukban, Cards & Loyalty Customer Service Coordinator Connie Crucillo, Gallardo and Associates Account Manager Bede Ongtengsiem, and staff of Shell Cards & Loyalty group.



(Left) photo shows Shell Rewards Team; Ares Albelar, Gallardo & Associates Account Manager Bede Ongtengsiem, Karla Lukban, Jackie Benavidez, and DTI Representative Alver Atengco during the preliminary draw.

Non-winning entries in the preliminary draw will be included in the grand draw. For more chances of winning, purchase minimum quantity of Shell fuel or lubricant. At stake in the Grand Draw are 5 units of Malaguena Jeepney, 5 units of Kawasaki Tricycle, 502 La Germania Single Burner Stoves, 502 Hanabishi Desk Fans, 502 Hanabishi Over Toasters, and 100 Motolite Jeepney Batteries. The grand draw will be on April 13, 2006 at the Shell House in Makati City. The promo period is from November 28, 2005 until March 31, 2006. [Jun Jay G. Jimenez]

Please click on the respective areas for the list of winners: [Greater Manila Area \(XLS, 103 KB\)](#), [North Luzon \(XLS, 88 KB\)](#), [South Luzon \(XLS, 90 KB\)](#), [Visayas \(XLS, 83 KB\)](#), and [Mindanao \(XLS, 89 KB\)](#).

PRESS RELEASE

Shell Supports 4TH Bike for Hope

24/01/2006

Pilipinas Shell Petroleum Corporation (Pilipinas Shell) gave support to the Bike for Hope, a charity bike ride organised by the Compañero Rene Cayetano Foundation to raise awareness and seek support for various health projects and emphasize the importance of the Clean Air Act drive.

Senator Pia S. Cayetano led over 300 cyclists from different parts of the country for a cause-oriented tour on bike which traversed through the Ilocos Region. The tour covered a 110-kilometer stretch, starting at Shell service station in Balaoan, La Union all the way to Vigan, Ilocos Sur. Shell service stations in Tagudin, Candon, and Narvacan served as pit stops for the participants. The fourth Bike for Hope took place on January 21, 2006.

Joining Senator Cayetano (middle) for a photo with the cyclists before flag off were Pilipinas Shell Retail Territory Manager - North Luzon Tisha Sugui (right of Sen. Cayetano) and Balaoan, La Union Mayor Joaquin C. Ostrea, Jr. (left of Sen. Cayetano).

PRESS RELEASE

Record-Breaking Couple Take on the World with Shell in a Challenge to Set a New World Record for Fuel

20/01/2006

London, January, 2006 — On January 17th 2006, John and Helen Taylor embarked on a trip around the world by car — fuelled by a new Shell petrol formulation — in an attempt to set a new around-the-world Guinness World Record for fuel efficiency. This attempt is set to cover approximately 28,970 kilometres, across 25 countries, in 70 days...and all on 50 fill-ups or less.

The journey commenced at 10:00 AM in London at Waterloo Place, passing by The Reform Club — where the legendary Phileas Fogg began his fictional journey “Around the World in 80 Days.” The Taylors are expected to log up to 1,000km each day.

To see daily statistics on mileage and fuel consumption along the Taylors’ journey, www.fuelchallenge.com - [opens in new window](#) will provide the most up-to-date information, as well as daily blogs by the Taylors and crew, photographs, highlights and tips on fuel efficiency.

John and Helen are — unquestionably — the world’s most economical drivers. Holders of thirty-four notable fuel economy driving achievements (more than any other couple in the world), the Taylors’ global venture will be their biggest challenge ever. By the time they return to London in late March, they will have traveled across Europe, Asia, Australia and America.

For this challenge, the Taylors approached Shell to be their exclusive fuel provider after testing several commercially-available fuels. To further demonstrate their commitment to helping people around the world achieve better fuel efficiency, Shell will be road testing their newest Fuel Economy petrol formulation for the challenge, which Shell plans to introduce to the public in the future. The Taylors’ journey will provide Shell researchers with a unique opportunity to assess the performance and effectiveness of its new formulation, and will also enable them to further develop fuel-efficient driving practices appropriate to widely differing road conditions. These learnings will be added to Shell’s “FuelStretch” principles — a set of tips developed to help drivers around the world achieve better fuel economy.

“This is a lifetime’s ambition for Helen and me. It’s the toughest economy record attempt we’ve undertaken, and given the huge variety of terrain we’ll be crossing, it’s the ultimate test of our ability to drive economically,” says John. “Helen and I are confident that by implementing some simple driving tips for fuel efficiency and using Shell’s most advanced fuel, we will be successful in setting a strong record.”

MORE SHELL FUEL ECONOMY WORLD RECORD CHALLENGE

John and Helen will be driving a Volkswagen Golf FSI 1.6. This is VW's standard Golf model, which is representative of cars you can find on the road today. The Taylors' car will be accompanied by a crew trailing in two Volkswagen Passat Estates. The crew will include an independent witness, a videographer to document the journey, a writer to help chronicle the Taylors' adventures, and two Volkswagen support personnel.

For the attempt to qualify as an official Guinness World Record, John and Helen must travel in one direction only, covering a distance of at least 28,970 kms, but no more than the full length of the Equator. The car needs to be a standard production model. There are eighteen other strict rules and regulations covering antipodal points, East/West co-ordinates, independent adjudication, log books, witnesses, pre-travel engineering checks, and driving times.

The Taylors and crew will spend up to fourteen hours a day on the road, driving both day and night, while adhering to strict health and safety guidelines. They will also follow a strict and limited eating regime to minimize the risk of illness that could affect achieving the record. One break for the couple, however, will come mid-journey, when they will stop at home in Melbourne, Australia to attend their daughter's wedding.

Says Helen, "After raising three children, we see this record attempt as a chance to find some peace on the road and spend some serious quality time together."

"This is an exciting and dynamic undertaking for the Taylors, and Shell is proud to be part of it," says Bruce Rosengarten, Shell's Vice President of Global Retail Marketing. "It is a chance to show people how they can get better fuel economy around the world, while also putting Shell's new Fuel Economy Formulation to the ultimate road test. We are determined to bring all the learnings of economical driving to our customers as well as the new shell Fuel Economy Formulation as soon as possible."

"We're excited about this new challenge as it represents the most ambitious global fuel efficiency record attempt to date," says Craig Glenday, editor of Guinness World Records. "It's a timely representation of what attempting a Guinness World Record is all about — pushing the boundaries of human and technological achievement while carrying along with it some helpful tips to demonstrate how every driver can save money on fuel."

So don't expect the Taylors to depart London on their extraordinary adventure in a blaze of burning rubber. Their gentle departure with an easy foot on the pedal will ensure that they cruise around the world at a comfortable speed to achieve their goal — not least because just one small mishap or traffic infringement could invalidate the entire record attempt.

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PRESS RELEASE

Quezon City Passes Ordinance to Promote Safety in Gas Stations

03/01/2006

The city council of Quezon City passed the City Ordinance SP-1578, S-2005 prescribing safety measures in refueling at any gasoline station within the territorial jurisdiction of Quezon City.

It was enacted on September 13, 2005 to be a city ordinance requiring motorists in the city to observe the five (5) forecourt safety measures while refilling namely: No Smoking, No Using of Cell phone, No Straddling, Switch Off Engine, and Only Authorized Containers to be filled.

The ordinance directs gasoline stations through its manager to conduct seminar or training for its pump attendants and other personnel on how to manage customers to observe the forecourt safety measures as well as deputizes the Bureau of Fire Protection of Quezon City to oversee the implementation of the ordinance. Corresponding penalties for non-compliance are stated in the ordinance.

This safety program is aligned with Pilipinas Shell Petroleum Corporation Hearts and Minds Safety Campaign, which aims to change the behaviors not only of the customers and operators but the employees as well. Quezon City Councilor Ariel Inton met with some members of the Association of Pilipinas Shell Dealers Inc. led by its President Charrie Antonio on December 1, 2005 at the Sulu Hotel in Quezon City for an engagement about the said ordinance.

In photo are: (standing from left to right) Jojo Limpo (Shell Dealer), Ricky Henson (Shell Retail Territory Manager - QC), Oying Yam (Shell Regional Manager - Metro Manila), Charrie Antonio (President of Association of Pilipinas Shell Dealers Inc.), Q.C. Councilor Ariel Inton, and Bobby Kanapi (Shell General Manager for External Affairs); (seated from left to right) Shell Dealers Cora Rosal, Nora Bordeos, Tess Vergel De Dios, Rita Ng, and Linda Arce.