

PRESS RELEASE

Shell wins Award of Excellence in the 2007 Philippine Quill Awards

16/11/2007

The International Association of Business Communications (IABC) Philippines honored the Shell companies in the Philippines (SciP) for its entry entitled 'Health, Safety & Environment (HSE) 2006 Report' with an Award of Excellence at the 2007 Philippine Quill Awards.

The SciP HSE 2006 Report won in the Communications Skills - Publications category. The report presented the company's performance on health, safety, and environment, which is in line with Shell's commitment to its business principles and sustainable development (SD). Shell's thrust on HSE inspires its people to observe excellence in conducting business operations that yields remarkable social and environmental benefits.

Started in 2002, the IABC/Philippines' Gold Quill Awards recognize best practices and the highest level of achievement by communicators.

IABC Philippines is the local chapter of an exclusive international network of more than 13,000 business communication professionals in over 60 countries. It links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication.

Shell's entry was chosen from among 176 entries submitted by various companies for the Gold Quill Awards. Winners were chosen based on the quality of communication strategy and effectiveness of implementation. The entries were chosen by a panel composed of 32 judges, who are respected authorities in the areas of business and communication.

Pilipinas Shell Petroleum Corporation Vice President for Communications Roberto Kanapi and Sustainable Development Manager Mylene Santos, together with PSPC Communications staff Kaye Eser and Jun Jay Jimenez, received the award from IABC Directors Roni-Merk Tapia and Bong Osorio during the awarding ceremonies held on November 14, 2007 at the Mandarin Oriental in Makati City.

PRESS RELEASE

Shell National Youth Active Chess Honors 2007 Grand Finals Winners

05/11/2007

Pilipinas Shell Petroleum Corporation concluded its four-month long nationwide annual chess tournament with the recognition of this year's top chess players during the awarding ceremonies of the 2007 Shell National Youth Active Chess Championship grand finals at SM Megamall, Mandaluyong City on October 21, 2007.

Out of the forty-eight finalists vying for a place in the prestigious roster of Shell Active Chess grand winners, only six made it to the top headed by Corpus Christi School - Cagayan de Oro bet Lennon Hart Salgados (seated, extreme right) and West Negros College - Bacolod standout Marvin Ting (seated, 3rd from right) emerging as national champions in the Kiddies and Juniors division respectively.

Salgados, who finished with 7.5 points, 47.5 Bucholz points in the last round, took home P20,000 cash plus a trophy, while Ting, who gained 6.5 points, 47.5 Bucholz points victory over the other junior contenders in the final round, received P30,000 cash plus a trophy during the 9-round Swiss system tournament sponsored by Shell V-Power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, and Brickstone Mall-Tuguegarao.

Christy Lamiel Bernales (Univ. of the East - Manila) (seated, 3rd from left) finished with 7 points, 43.5 Bucholz taking the first runner up spot in the Kiddies division taking home P15,000 cash plus a trophy, while Loren Brigham Laceste (Colegio de San Juan de Letran - Manila) (seated, extreme left) scored 6 points, 48.5 Bucholz settled for second runner up receiving P10,000 cash plus a trophy.

In the Juniors division, first runner up Lehi Dan Laceste (Colegio de San Juan de Letran - Manila) (seated, 2nd from left) earned 6.5 points, 45 Bucholz, followed by Bryll John Arellano (West Negros College - Bacolod) (seated, 2nd from right) finishing with 6.5 points, 42 Bucholz.

Handing over the awards are (left-right): Pilipinas Shell Petroleum Corporation Sustainable Development Manager Mylene Santos, Pilipinas Shell Chairman and President Edgar Chua, National Chess Federation of the Philippines President Prospero "Butch" Pichay Jr., Asia's First Grandmaster Eugene Torre, and Pilipinas Shell Vice President for Communications Roberto Kanapi.

SHELL NATIONAL YOUTH ACTIVE CHESS HONORS 2007 YOUNGEST FINALIST ("Art Borjal Award"). Eight-year old Rhenzi Kyle Sevillano of Southwestern University - Cebu received the "Art Borjal Award" being the

youngest finalist in the 2007 Shell National Youth Active Chess Championship Grand Finals at SM Megamall, Mandaluyong City on October 20-21, 2007.

Despite Sevillano's young age, he has displayed maturity and wisdom over the chessboard, thereby setting an example to other aspiring young players in the chess tournament sponsored by Shell V-Power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, and Brickstone Mall-Tuguegarao. The tournament is sanctioned by National Chess Federation of the Philippines.

Sevillano was a second runner up in the kiddies division during the Mindanao leg in Zamboanga City. He also received the top youngest (8-under) player award in the said leg.

In photo are (left-right): Pilipinas Shell Petroleum Corporation Sustainable Development Manager Mylene Santos, Pilipinas Shell Chairman and President Edgar Chua, National Chess Federation of the Philippines President Prospero "Butch" Pichay Jr., Asia's First Grandmaster Eugene Torre, and Pilipinas Shell Vice President for Communications Roberto Kanapi with Sevillano (front).

2007 SHELL NATIONAL YOUTH ACTIVE CHESS GRAND FINALS CEREMONIAL MOVE. Pilipinas Shell Petroleum Corporation Sustainable Development Manager Mylene Santos (seated, left) and Mandaluyong City Public Information Officer Jimmy Isidro (seated, right) make the ceremonial moves kicking off the two-day national finals of the 2007 Shell National Youth Active Chess Championship at SM Megamall, Mandaluyong City on October 20-21, 2007.

Forty-eight top chess players from different parts of the country battled for a seat in the prestigious roster of Shell National Youth Active Chess grand champions which was won by Lennon Hart Salgados of Cagayan de Oro City in the Kiddies Division and Marvin Ting of Bacolod City in the Juniors Division.

Looking on are (standing, left-right): IM Oliver Dimakiling (Shell Battle of the Champions Runner up), Tournament Chief Arbiter Gene Poliarco, and IM Wesley So (Shell Battle of the Champions grand winner).

PRESS RELEASE

Shell Rewards Grand Draw

05/11/2007

Shell Rewards – Pepeng Pasada Club (PPC) gave away three Isuzu Crosswind XL AUVs and 5 Honda Wave 100cc Motorcycles, including hundreds of small appliances in the Grand Raffle draw of “Basta Driver, May Chance Maging Winner II” promo.

Thousands of PPC club members participated in the promo, which ran from April 16 to June 30, 2007. The grand raffle draw was held on July 17, 2007 at 2/F Shell House Building in Makati City.

Participating Shell products in the promo were Shell Diesoline ULTRA, V-Power, Super Unleaded, Super Premium, Regular, Shell Lubricants, and Shell Brake & Clutch Fluid.

The promo is Shell's way of thanking Pepeng Pasada Club members for their continued patronage of Shell products.

Shown in photo are (from left) Pilipinas Shell Loyalty Program Manager Ares Arvini Albelar, Department of Trade and Industry representative Dir. Arnaldo Del Rosario, Joy de Guzman of Gear Up Multimedia Co., Pilipinas Shell Lubricants Retail Sales Manager Ramon Pamoso, and Pilipinas Shell Fleet Card Sales Manager Julius Jerry Aguas during the grand draw.

PRESS RELEASE

Get your very own Ferrari from the Champions... only at Shell!

01/11/2007

Six Ferrari two-speed cars make waves at Shell as they celebrate this year's Formula One victory!

In celebration of this year's Formula One Championship and to cap off its 60th-year anniversary celebration with Ferrari, Pilipinas Shell recently launched its unique premium promotion allowing loyal Shell motorists to own their very own Ferrari model car! So, celebrate with Shell, Kimi Räikkönen, Felipe Massa and the rest of the Formula One team and race like a champion right here in the Philippines!

According to Mr. Sammy De Guzman, Vice President for Shell Retail Philippines, "This year, Shell has been celebrating over 60 years of shared passion for performance with Ferrari and what an incredible way to bring this celebration to a close!" He went on to say, "Shell has worked extremely hard to provide Ferrari with the best product packages. This dedication has contributed to yet another strong season, not to mention Ferrari's 12th Driver's Championship title and 9th Constructor's title with Shell. Everything we are learning in Formula One is directly passed on to the development of Shell products for the road – such as Shell V-Power – so undoubtedly, it is our customers who come out as winners."

Shell has developed a set of six (6) limited edition Ferrari two-speed cars featuring Ferrari track and road cars from the past sixty years. These include the Ferrari Enzo, the F430, the 575 Superamerica, the 360 Spider, the F50, and the Ferrari F1 racer. Experience the exhilarating thrill of Shell V-Power in action with the unique two-speed, pull-back mechanism of these one-of-a-kind model cars!

Getting your own Ferrari is simple! From November 1 to December 30, 2007, simply add PhP49 for every purchase of PhP500 worth of Shell V-Power or Shell Helix Ultra products and choose one of the six Ferrari cars. You can also join the fun by purchasing PhP500 worth of Shell Super Premium, Shell Super Unleaded, Shell Super Unleaded E10, Shell Diesoline Ultra all with new fuel economy formula, and Shell Helix (Helix Plus, Super and Diesel) products. Simply add PhP99 to your fuel or lubes purchase and take home your very own Ferrari.

"We are honored to continue our long-standing partnership Ferrari and celebrate it with our loyal Pinoy motorists. Our heritage with Ferrari has been a key component in our fuel development, providing millions of everyday motorists around the world and here in the Philippines with the driving experience they deserve. With our Velocita promo, we hope to bring out the kid in all of us and enjoy these limited edition Ferrari model cars this coming holiday season!", De Guzman also said.

About Shell V-Power:

Shell V-Power, successfully launched in the Philippines last July 2006, contains Shell's unique Friction Modification Technology (FMT), the same technology used by the Ferrari in Formula One races, which is designed to help keep engine parts working smoothly, improve acceleration, to give you better movement. Shell V-Power is a 95 Octane fuel, designed to provide more power and help improve responsiveness in many modern cars. In addition, the Ferrari fuel contains a powerful cleaning formula designed to improve engine responsiveness by helping to remove power-robbing deposits, helping the fuel to burn more effectively and thus, providing everyday motorists with the exhilarating feeling of the Ferrari fuel. Instrumental to Shell V-Power's development has been the long term, working technical partnership forged between Shell and Ferrari across the Grand Prix circuits of the world. At each race, the Shell 'Track Lab' provides Shell scientists with a unique cutting-edge mobile laboratory enabling fuels to be monitored and tested under the most severe conditions. This development on the racetrack is then fed back into Shell's road fuel development programs to benefit the everyday motorist.

PRESS RELEASE

48 finalists vie for Shell Active Chess crowns

09/10/2007

Forty-eight finalists, who survived the grueling four-month nationwide eliminations will come together on October 20-21, 2007, each daring to outwit the other for the top two coveted plums of the 2007 Shell National Youth Active Chess Championship Grand Finals.

Two Letran stalwarts, Stephen Laceste and Givy Bartolome, will head the 24-player cast in the Juniors Division of the event gathering the top three finishers from each of the eight qualifying stages held from June to September in various provinces nationwide.

Laceste edged three-time Palaro champion Jan Emmanuel Garcia of Ateneo and FEU's Luffe Magdalaga to rule the second leg in Tuguegarao, while Bartolome led the Batangas led winners, who include James Fernandez of University of Nueva Caceres and PMI's Arvin Dableo.

Joining them in the 9-round Swiss system finals of the 20-and-under category are NCR leg representatives Mari Joseph Turqueza of Diliman Prep. School, Jayson Mercado of SSC and Vic Neil Villanueva of UST; Dagupan qualifiers John Morazo and Lyndon Sombilon of FEU and Benjie Macoy of San Carlos College, Pangasinan; Iloilo top finishers Ellan Asuela (Bacolod), Marvin Ting (Bacolod) and Rolly Parondo Jr. (Iloilo); Cebu leg qualifiers Johnny Carzano (Ozamiz City), Antonio Chavez Jr. (Cagayan de Oro City) and Boris Diez (Davao City); Davao leg finalists Chito Dimakiling II (Davao City), Jerwell Andoy and Jester Andoy (Davao City); and Zamboanga leg top finishers Mohamad Sacar (Cotabato City), Patrick Erle Florendo (Zamboanga City) and Bryll John Arellano (Negros Occidental).

Bannering the field in the Kiddies Division are NCR leg top finishers Christy Lamiel Bernales (UE), Narquingden Reyes (Gen. Licerio Geronimo Memorial National High School - Rizal) and Jan Nigel Galan (Children of Mary Immaculate College - Valenzuela); Tuguegarao leg qualifiers McDominique Lagula of Bonfal Pilot Elem. School (Nueva Vizcaya), Asean age-group double gold medalist Haridas Pascua (Univ. of Baguio) and Jan Jodilyn Fronda (Letran); Dagupan leg finalists Prince Mark Aquino of (Divine Grace Montessori and High School - Pangasinan), Bernard Nillo Jr. (Baguio City National High School) and John Mark Dimalikwat (San Sebastian College - Recoletos); Batangas leg top finishers Willbert Pilarta of (Marist School, Makati), Giovanni Mejia (Letran) and Mark Anthony Trinidad (Gen. Pio del Pilar Elem. School - Makati); Iloilo City finalists West Negros College's Jerich Cajeras, Paolo Bersamina (La Salle Greenhills) and Jan Francis Mirano (Aklan Valley High School); Cebu leg top finishers Lennon Hart Salgados (Cagayan de Oro City), Jerad Docena (Grace Christian School - Tagbilaran) and Felix Balbona (Colegio dela Immaculada Concepcion - Cebu City); Davao City leg finalists Danilo Engay Jr. (F. Bangoy National High - Davao City), Ruel Bucaling (Gabuyan Elem. School - Davao) and Neptali Batucan (Doña Carmen Denia National High School - Davao City); and Loren Laceste (UE), Clark Kent Anabieza (Panabo City) and eight-year-old Rhenzi

Kyle Sevillano (Cebu City).

Pilipinas Shell has sponsored the annual event for the past 15 years to help develop the sport and discover talents in the countryside, and will offer P30,000 prize to the winner in the Juniors Division and P20,000 for the Kiddies Champion.

The winners of the 2007 SNYACC Grand Finals join the elite circle of past champions, led by Grandmasters Nelson Mariano II and Mark Paragua and International Masters Ronald Dableo, Oliver Dimakiling, Idelfonso Datu, Wesley So and Ian Cris Udani.

Shell Active Chess aims to give the young and underprivileged players the rare chance to help give their families a better life by playing chess - either through schooling their way through a scholarship or earning a little money on the side to help augment family income.

The event, sanctioned by the National Chess Federation of the Philippines, is backed by Shell V-Power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, and Brickstone Mall-Tuguegarao. The Grand Finals will be held at the 4th level Bridgeway of SM Megamall in Mandaluyong City.

PRESS RELEASE

Ayala Museum to stage Shell's best 100 art entries and winners

24/09/2007

On its 40th year, the Shell National Students Art Competition (NSAC) will stage this year's awarding ceremony and exhibition of its winners and 100 best entries at the Ayala Museum scheduled in November 2007.

The Shell NSAC is the country's prestigious and longest running art competition in the country. Since its inception in 1951, it has launched the careers of many of today's established and rising Filipino artists among them: Jose Joya, Ang Kiukok, Bencab, Federico Alcuaz, Juvenal Sanso, Danny Dalena, Angel Cacnio, Angelito Antonio, Nestor Vinluan, Junyee, Mario Parial, Norberto Carating, Fred Liongoren, Charito Bitanga and Norma Balleza.

An annual undertaking of Pilipinas Shell Petroleum Corporation, NSAC is open to college students who may submit entries in four categories: oil/acrylic, watercolor, sculpture, and digital arts. Submission of provincial entries closed on September 14, 2007 while the deadline for Metro Manila entries will close on September 27, 28, and 29, 2007. Entries may be submitted at the Shell Art House located at 698 Aurora Blvd., New Manila, Quezon City (in front of St. Paul's College).

Signing the exhibition agreement are Pilipinas Shell Petroleum Corporation Vice President for Communications Roberto S. Kanapi (seated, left) and Ayala Museum Director Angela de Villa-Lacson (seated, right) in a simple signing ceremony held recently at the Ayala Museum, Makati City. Witnessing the agreement are Pilipinas Shell Sustainable Development Manager Mylene Santos (standing, right) and Ayala Museum Business Marketing Manager Rinnah Sevilla (standing, left).

The 40th Shell National Students Art Competition is also co-sponsored by Air 21, Star Paper, Shell V-Power, Shell Card, Shellane, Shell Helix, Gallery Orange, Museo Iloilo, CAP Art Center and GENLUNA Gallery.

PRESS RELEASE

Pilipinas Shell Retail Stations Put On New Look

17/09/2007

Shell vamps up stations to maximize the overall customer experience.

Manila, Philippines (17 September 2007) – Pilipinas Shell launches its new Retail Visual Identity (RVI) in the Philippines, as part of a global initiative to modernize the look & feel of Shell retail stations. Other than a refreshing look and more efficient operations, the changes in the stations have been designed with the consumer in mind, ensuring a better overall customer experience.

During the planning stage of this visual evolution, the Shell design team studied the customer journey closely, identifying the most important parts of their re-fueling experience at the station. The resulting revisions ensure that from the moment the customer approaches the station, all the way to the time the customer exits, everything aids him at the most important points. Some of these changes include new lighting and signage standards, streamlined promotional and product communications throughout the station, including communication on the pumps themselves and even simplified restroom exteriors. The new lighting fixtures also help increase security in the area while decreasing the use of energy, thus also benefiting the environment. On top of that, there is a greater use of white throughout the station to highlight cleanliness, and the increased use of curves in the design brings a modern and refreshing image.

The Shell Retail Visual Identity (RVI) Evolution has already been incorporated within the newly-opened Shell sites in Lipa (Batangas), Nunez (Zamboanga), Cugman (Cagayan de Oro), and Molino (Cavite). Existing sites will gradually be transitioned into the new look, and customers of Shell McKinley (Makati), Buendia-EDSA (Makati), Magallanes (Makati), and East Canumay Shell Service Station (Quezon City) will have the opportunity to experience Shell's new look and feel in mid-September.

“With this RVI campaign, we are investing more into the Philippines as an expression of our confidence in the Philippine market. This is all part of our continuing efforts and commitment to help Filipino motorists move further with Shell,” VP and General Manager for Shell Retail Philippines, Mr Sammy de Guzman said.

PRESS RELEASE

The 2007 Shell Corporate Campaign

16/08/2007

A new chapter has begun... In 2006, Shell launched its Corporate Campaign entitled "Touching Lives" to mark the beginning of a new chapter. Shell gave all out media support and attention to the sustainable development programmes aimed at improving living conditions of poor communities, restoration and preservation of our environment. Shell for the past 25 years or more, has been making a difference to communities and lives, across the country and for many generations. Unfortunately, not much has been written about it nor much has been said.

For the first time last year, the beneficiaries of Shell's programmes were invited to share their inspiring stories. These stories came to life and were shared with a wider audience via the launch of the corporate campaign. Shell employees and the public in general were witness to the testimonies of James Bruma (a SAKA scholar), Alex Geronimo (a Gas Mo, Bukas Ko scholar) and Aling Beatriz (a Shell-Gawad recipient) on how Shell help change the course of their lives.

We must continue what we have started...

Shell launches its 2007 Corporate Campaign entitled "Values" to sustain efforts started in 2006. This year's campaign which is a series of print and radio materials showcases 6 key programmes on sustainable development namely: Gas Mo, Bukas Ko (GMBK); Shell National Student Art Competition (SNSAC); Shell National Youth Active Chess Championship (SNYACC); Sanayan Kakayahang Pangangalakal (SKP); Shell-Gawad Kalinga training farms and Shell La Mesa Reforestation Programme.

Similar to last year is the 2007 Corporate Campaign which features real people who are underprivileged but deserving. They share with us their real life stories on how the programmes of Shell have made a big difference in their lives. It did not only uplift their quality of life, it has also taught them the timeless values that will help them secure a brighter future.

Maritess is a beneficiary of the SKP, a livelihood training program that has helped her gain the skills in running her bakery business. Through her hard work and persistence, she was able to pay off the initial loan she got ensuring her an opportunity for a second loan. She learned that the value of a good name is critical to running a business while in SKP.

Belen is a scholar of the GMBK, a program that provides free education for deserving forecourt attendants to

help them get ahead in life. Early in life, Belen is learning that drive and determination is her ticket to a brighter future.

Wesley So is this year's champion for SNYACC, a chess competition held for the last 15 years to encourage our youth to excel in the game. The program does not only mould young minds but instills the value of diligence and sportsmanship to better prepare our youth.

Bencab, Nestor Olarte Vinluan and Ronald Ventura are renowned artists who were once part of SNSAC, a prestigious arts competition held for 40 years now and continues to be a breeding ground for promising artists. The programme was instrumental in unleashing their artistry and creativity at a young age.

Joel is one of the many trainees of Gawad Kalinga Farms in Bicol, a programme that does not only provide homes with the help of Shell employee volunteers but also equip farmers with modern farming techniques to help them sustain their source of livelihood. The programme invokes the value of unity, allowing them to harness the power of the Filipino bayanihan spirit and overcome any adversity.

The La Mesa watershed is one of the major water resources in Metro Manila. Maintaining its forest is vital to sustaining water levels in the watershed as well as ensuring as clean air. The Shell La Mesa reforestation is an environment program which is aimed at preserving and restoring the watershed. It teaches us the value of respect and care for the environment.

As we treasure the same values, we help make our world a better place to live...

The idea behind the "Values" campaign was sparked by the forthcoming centenary celebration of Shell globally. Since 1907, Shell has successfully met the challenges of each era, year after year, with three core values: Honesty, Integrity and Respect for People. These values have earned for the company the faith of their partners and investors, the loyalty of their employees, and the trust of their customers as well as the communities in which Shell serves. Even after a hundred years, these same values remain alive in every Shell culture across the world.

With Shell companies in the Philippines, these set of values are highlighted in the campaign series. It has lent a local touch by featuring values that enhance the moral fibre of the Filipino people such as : the Filipino's determination, Bayanihan spirit, artistry, respect for environment, honor, diligence and sportsmanship. The campaign also brings into focus these timeless Filipino values based on the unique stories of people whose lives have been touched by Shell's various programmes.

Each of the 6 programs will be supported by a print and radio material. Print ads will be seen in both broadsheets and tabloids while the radio will be heard in top rating radio stations. The campaign was officially launched with the Centenary celebration print ad highlighting on the three core values of honesty,

integrity and respect for people. It will run for a period of five months from July-November 2007 and will culminate in the 25th Anniversary celebration of Philippine Shell Foundation Inc. (PSFI).

The 2007 corporate campaign was developed by PSPC Communications Department jointly with The New Thinkers Company. Carlos Legaspi was commissioned as photographer while the recording of the radio materials were done in Adfarm.

PRESS RELEASE

40th Shell National Students Art Competition (NSAC) now accepting entries

13/08/2007

The 40th year edition of the Shell National Students Art Competition (NSAC), the longest running art competition in the country is now accepting entries.

The NSAC is an annual undertaking of Pilipinas Shell Petroleum Corporation. It is part of Shell's commitment to help the Filipino youth develop their full potential. Since its inception in 1951, it has launched the careers of many of today's established and rising Filipino artists among them: Jose Joya, Ang Kiukok, Bencab, Federico Alcuaz, Juvenal Sanso, Danny Dalena, Angel Cacnio, Angelito Antonio, Nestor Vinluan, Junyee, Mario Parial, Norberto Carating, Fred Liongoren, Charito Bitanga and Norma Balleza.

An integral part of the NSAC is the Shell Art Interaction Program, wherein young student artists are exposed to the life and works of established Filipino artists. Visual artist Nestor Olarte Vinluan will conduct his last dialogue in this year's program after highly fruitful interaction sessions with student artists in Bacolod, Cebu, Iloilo, Davao, Cagayn de Oro and Iligan in his last three years with the NSAC, on August 22 and 24, 2007 at the Tarlac State University and University of Northern Philippines in Vigan, Ilocos Sur respectively.

The Shell National Students Art Competition, which is open to college students who may submit entries in the four categories: oil/acrylic, watercolor, sculpture and digital arts.

Provincial entries may be submitted on September 12, 13 & 14, 2007 at the nearest Shell office, depot or installation or at Gallery Orange, Lopue's annex, Mandalagan, Bacolod City or at Museo Iloilo, Bonifacio Drive, Iloilo City or at CAP Art Center, 60 Osmeña Blvd., Cebu City or at GENLUNA Gallery, 90 Davao Medical School Drive, Bajada, Davao City. In Metro Manila, entries may be submitted at Shell Art House, 698 Aurora Blvd., New Manila, Quezon City (in front of St. Paul's College) on September 27, 28 & 29, 2007.

Competition rules and entry forms may be obtained from the offices of the deans of the colleges of fine arts or the student affairs deans in colleges and universities or at the Pilipinas Shell Petroleum Corp., Shell House, 156 Valero St., Salcedo Village, Makati City or any Shell depot or installation or log on to www.shell.com.ph.

The 40th Shell National Students's Art Competition 2007 is sponsored by: Ayala Museum, Air 21, Star Paper,

Shell V-Power, Shell Card, Shellane, Shell Helix, Gallery Orange, Museo Iloilo, CAP Art Center and GENLUNA Gallery.

PRESS RELEASE

Iloilo hosts Shell active chess Aug. 18-19

13/08/2007

The 2007 Shell National Youth Active Chess Championship kicks off its Visayan swing on Aug. 18-19 with the staging of the Western Visayas leg with a full roster expected to dispute top seats in the juniors and kiddies divisions at SM Iloilo.

Slots in the national finals are up for grabs in the 20-and-under and 14-and-under categories, with the three lead finishers in both classes joining the top qualifiers from the other seven legs during the Grand Championship event set on October 20-21 at SM Megamall.

The tournament, backed by Shell V-power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, Brickstone Mall-Tuguegarao, is putting up a P30,000 prize to the junior champion and P20,000 to the kiddies winner in the grand finals.

Leg winners in the junior and kiddies categories are set to receive P5,000 and P4,000, respectively.

Other awards at stake are the Sportsmanship Award, the Youngest Player, the Top Youngest Player (8 years old and below - born not later than 1999), the Overall Top Female Player, and the Most Represented Schools in both the juniors and kiddies divisions.

Meanwhile, the last two stages of the circuit, sanctioned by the National Chess Federation of the Philippines, will be held in Mindanao beginning with Davao on September 15-16 before moving to Zamboanga for the final eliminations on September 29-30.

PRESS RELEASE

Shell Active Chess returns to Pangasinan after 12 years; Morazo and Aquino seize the top seats

13/08/2007

Dagupan City played host to 468 chess players coming from several towns in Northern Luzon and as far as provinces in the South. There were 314 participants in the Kiddies division while the Juniors division posted 154 participants.

The participants, with their parents and coaches, eagerly waited for the mall entrances to open to be at the SNYACC venue. The atmosphere was festive and everyone was excited as the annual Shell chess tournament had gone back to Pangasinan after 12 years of absence. Back in 1995, there were 165 participants.

Pilipinas Shell Petroleum Corporation (PSPC) Depot Manager - Poro, La Union Cris Subido welcomed the chess players and guests to the tournament, while Dagupan City City Information Officer Ryan Ravanzo inspired the participants with his rousing speech covering the "Parable of the Pencil". He narrated the conversation that took place between the pencil maker and the pencil, which imbibed values such as excellence and determination. "Today, you are like the pencil. You can accomplish great things if you allow yourself to be held in someone's hand. Let your parents and coaches guide you as you face the challenges. At times, you will experience painful sharpening just like the pencil. Some of you will win and some will lose. Accept that winning and losing is part of learning, it is part of growing up." He left the participants with a thought about the importance of having a strong character with, "at the end of this competition, what is important is what you have learned from this competition and what you have in your heart. It will define you as a person. Just like the pencil, on whatever surface you are used on, you must leave your mark. No matter what the situation is, you must continue to write," he shared. "Congratulations to all of you and I believe that most of you will leave a mark in the annals of chess history not only in this part of the country, but wherever playing chess will take you. Thank you to Pilipinas Shell for providing a venue for our youth to sharpen their chess skills," said Ravanzo.

(front row, left-right) Bernard Nillo Jr., Prince Mark Aquino, and John Mark Dimaliwat (back row, left-right) Dagupan Vice Mayor Belen Fernandez, Pilipinas Shell LPG Zone Channel Manager for Upper North Luzon David Plaza, Shellane Distributor (MJ Gas) Mary Jane Gacad Baclit, and Shellane mascot "Smarty".

Subido and Ravanzo formally opened the competition when they sat for the ceremonial moves. The 7-round Swiss System chess competition attracted promising chess players from Pangasinan, Laoag, La Union, Baguio, Tarlac, Olongapo, Bulacan, Cavite, and Batangas. Contenders plunged on the challenge and made the best moves. Each one aspired for prestigious seats in the Grand Finals of SNYACC, but only the best of the field came close to savor the taste of victory.

(back row, left-right) Dagupan Vice Mayor Belen Fernandez, Pilipinas Shell LPG Zone Channel Manager for Upper North Luzon David Plaza, Shellane Distributor (MJ Gas) Mary Jane Gacad Baclit, Ubando's father, and (front row) Ubando

John Ranel Morazo of Far Eastern University (FEU) in Manila topped the Juniors division with a score of 6.5 points and 32.5 Bucholz. Second place was Lyndon Sombilon, again from FEU, with a score of 6.5 points and 30 Bucholz. Homegrown chess whiz Benjie Macoy of San Carlos College in Pangasinan seized third place with a score of 6.0 points and 32.5 Bucholz. In the Kiddies division, Prince Mark Aquino of Divine Grace Montessori and High School in Tayug, Pangasinan topped the league with a perfect score of 7.0 and 35.5 Bucholz. At close second was Bernard Nillo Jr. of Baguio City National High School with 7.0 points and 30.5 Bucholz. John Mark Dimaliwat of San Sebastian College - Recoletos settled for third place with 6.5 points and 30.5 Bucholz. Along with their trophies and cash prizes, they earned seats in the Grand Finals for a face-off with the best contenders coming from the leg championships held all over the country.

(left-right) Dagupan Vice Mayor Belen Fernandez, Garcia, Pilipinas Shell LPG Zone Channel Manager for Upper North Luzon David Plaza, Shellane Distributor (MJ Gas) Mary Jane Gacad Baclit, and Shellane mascot "Smarty"

Alcon John Datu of the University of the East in Manila and Marc Jason Dalida of Binalonan North Central in Pangasinan in the Kiddies Division and Leonardo Abalos of Pangasinan School of Arts and Trades and Luigi James Laking of the University of Baguio in the Juniors Division settled for fourth and fifth places respectively.

Pilipinas Shell Petroleum Corporation Poro Depot Manager Cris Subido (seated, left) and Dagupan City Information Officer Ryan Ravanzo (seated, right). Looking on is (standing) Chief Arbiter Gene Poliarco.

Special awards winners were Top Youngest Player "Shellane Smart Kid Award" 8-year old Saramae Pandy of Archdiocesan School of San Fabian in Pangasinan. Pandy received a gas stove and LPG tank from Shellane. Overall Top Female Player awardee was Irene Mye Samonte of Ma. Asuncion Tinga High School in Taguig City while Ma. Luisa Beatriz Garcia of Binmaley Catholic School Inc. in Binmaley, Pangasinan clinched the Sportsmanship award. School Most Represented awards went to Archdiocesan School of San Fabian in Pangasinan, which sent a delegation of 66 players for the Kiddies division and Bonuan Boquig National High School in Pangasinan with 25 players for the Juniors Division.

(front row, left-right) Lyndon Sombilon, John Ranel Morazo, and Benjie Macoy (back row, left-right) Dagupan Vice Mayor Belen Fernandez, Pilipinas Shell LPG Zone Channel Manager for Upper North Luzon David Plaza, Shellane Distributor (MJ Gas) Mary Jane Gacad Baclit, and Shellane mascot "Smarty"

PSPC LPG Zone Channel Manager - Upper North Luzon David Plaza together with Dagupan City Vice Mayor Honorable Belen Fernandez led the awarding ceremonies. In her speech, Fernandez lauded Pangasinan's pride Rudy Cardozo, the first International Master from Philippines, for his feats in the chess arena. "To all the participants, I would like you to learn from Cardozo's experience. He was very low profile and overflowing with talents. He was fierce with his moves, but enjoyed the camaraderie of his opponents. In his heyday, Cardozo's gains were spectacular. He had amazing knack in raising his gains a notch above an opponent," Fernandez shared. "With the Shell Active Chess, we expect to see more champions like Cardozo. To all the winners, may your stars keep rising. Do the best you can. Mabuhay kayong lahat," said Fernandez.

Dagupan Vice Mayor Belen Fernandez, Samonte, Shellane Distributor (MJ Gas) Mary Jane Gacad Baclit and (back row) Pilipinas Shell LPG Zone Channel Manager for Upper North Luzon David Plaza

Special guests who graced the event were Shell dealers in Pangasinan Ruben Sy from San Carlos City and Isabel Barinos from Calasiao, including Dante Cabigting, representative of Diego Poblete Jr., owner of CHK Shell Station in Tapuac, Dagupan, and Mary Jane Gacad Baclit, President of MJ Gas, Shellane distributor in Pangasinan.

Dagupan Vice Mayor Belen Fernandez, Pilipinas Shell LPG Zone Channel Manager for Upper North Luzon David Plaza,, Shellane Distributor (MJ Gas) Mary Jane Gacad Baclit, Shellane mascot "Smarty", and (front row) Pandy

Shellane mascot, Smarty, delighted everyone during the awarding rites of the two-day tournament held on July 21 to 22, 2007 at CSI The City Mall in Dagupan City.

PRESS RELEASE

Dagupan Hosts Shell Active Chess July 21-22

21/07/2007

The Shell National Youth Active Chess Championships taps Dagupan as the circuit's newest venue for the last of the two Northern Luzon qualifying rounds on July 21-22 at the CSI The City Mall in Dagupan, Pangasinan.

In order to reach a wider base of players, Pilipinas Shell has chosen Dagupan to serve as host to the third of an eight-leg province-hopping chess event, which culminates in the grand finals in Manila in October.

A maximum field of 500 players is expected to see action in the two-category event, annually staged since 1992 by Pilipinas Shell Petroleum Corporation to provide a venue for honing the chess skills of youths aged 14 to 20 years.

The first two legs of the series, staged respectively in NCR and Tuguegarao, drew banner crowds with Mari Joseph Turqueza (juniors) and Christy Bernales (kiddies) topping the kickoff leg at SM City Manila and Stephen Laceste (juniors) and MacDominique Lagula (kiddies) ruling the first Northern Luzon leg at the Brickstone Mall in Tuguegarao last week.

To promote and encourage not just excellence but also proper values among the youth, Pilipinas Shell is giving away special awards, including the Sportsmanship Award, the Youngest Player, the Top Youngest Player (8 years old and below - born not later than 1999), the Overall Top Female Player, and the Most Represented Schools in both the juniors and kiddies divisions.

The circuit, sanctioned by the National Chess Federation of the Phils. and backed by Shell V-power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, Brickstone Mall-Tuguegarao, awards P30,000 to the junior champion and P20,000 to the kiddies winner. Leg winners in the junior and kiddies categories are set to receive P5,000 and P4,000, respectively.

The fourth leg (Southern Luzon stage) will be held in Batangas on August 4-5 at SM City Batangas, before moving to the Visayas on August 18-19 for the Iloilo leg and on September 1-2 for the sixth leg in Cebu. Action in the event shifts to Mindanao, with elimination rounds happening in Davao on September 15-16, before winding up in Zamboanga on September 29-30 for the eighth and final leg.

The top finishers will converge in Manila for the exciting grand finals on October 20-21, 2007.

PRESS RELEASE

Shell Active Chess Awards Northern Luzon (Tuguegarao) Leg's Youngest Player

17/07/2007

Five-year old Lance Zacchary Bañez of Methodist Christian School was hailed as the youngest player during the 15th Shell National Youth Active Chess Championship – Northern Luzon Leg (Tuguegarao) held on July 7-8, 2007 at Brickstone Mall, Tuguegarao City, Cagayan.

In photo are (left-right) Pilipinas Shell LPG Marketing Implementor Sulee Suarez, Shell dealer Jude Lingan (Solana, Cagayan), Tuguegarao City Sports Coordinator Mariano Cabugos, and (front) Bañez.

Sanctioned by the National Chess Federation of the Philippines, the event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Dagupan City on July 21-22, 2007 at the CSI Mall (Atrium).

PRESS RELEASE

Shell Active Chess Honors Northern Luzon (Tuguegarao) Leg's Top Youngest Player (8 Under)

17/07/2007

Eight-year old Christian Czar Marquez of Colegio de Santa Philomena (Pulilan, Bulacan) emerged as the top youngest player – 8 under during the 15th Shell National Youth Active Chess Championship – Northern Luzon Leg (Tuguegarao) held on July 7-8, 2007 at Brickstone Mall, Tuguegarao City, Cagayan. Marquez garnered 4 points during the seven-round Swiss System format. He is also named as the Shellane Smart Kid wherein he received a trophy (Top Youngest), a medal (Shellane Smart Kid), a stove set and Shellane LPG courtesy of Tuguegarao Shellane dealer Virgo Gas.

In photo are (left-right) Shellane Smarty mascot, Shell dealer Severo Chua (Tuguegarao, Cagayan), Pilipinas Shell Retail Territory Manager for Region 2 Ryan Bahia, Pilipinas Shell LPG Marketing Implementor Suiee Suarez, Marquez with his father, Shell dealer Jude Lingan (Solana, Cagayan) and Tuguegarao City Sports Coordinator Mariano Cabugos.

Sanctioned by the National Chess Federation of the Philippines, the event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Dagupan City on July 21-22, 2007 at the CSI Mall (Atrium).

PRESS RELEASE

Shell Active Chess Honors Northern Luzon Leg's Top Female Player

17/07/2007

Jan Jodilyn Fronda of Letran College emerged as the top female player during the 15th Shell National Youth Active Chess Championship – Northern Luzon Leg (Tuguegarao) held on July 7-8, 2007 at Brickstone Mall, Tuguegarao City, Cagayan. Fronda garnered 6.5 points with 34.5 Bucholz points during the seven-round Swiss System format.

In photo are (left-right) Shell dealer Severo Chua (Tuguegarao, Cagayan), Pilipinas Shell Retail Territory Manager for Region 2 Ryan Bahia, Pilipinas Shell LPG Marketing Implementor Suiee Suarez, Fronda, Shell dealer Jude Lingan (Solana, Cagayan) and Tuguegarao City Sports Coordinator Mariano Cabugos.

Sanctioned by the National Chess Federation of the Philippines, the event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Dagupan City on July 21-22, 2007 at the CSI Mall (Atrium).

PRESS RELEASE

Shell Active Chess Grants Sportsmanship Award

17/07/2007

Cagayan State University student Joan Furigay was awarded for sportsmanship displayed during the 15th Shell National Youth Active Chess Championship – Northern Luzon Leg (Tuguegarao) held on July 7-8, 2007 at Brickstone Mall, Tuguegarao City, Cagayan.

In photo are (left-right) Shell dealer Severo Chua (Tuguegarao, Cagayan), Pilipinas Shell Retail Territory Manager for Region 2 Ryan Bahia, Pilipinas Shell LPG Marketing Implementor Suiee Suarez, Furigay, Shell dealer Jude Lingan (Solana, Cagayan) and Tuguegarao City Sports Coordinator Mariano Cabugos.

Sanctioned by the National Chess Federation of the Philippines, the event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Dagupan City on July 21-22, 2007 at the CSI Mall (Atrium).

PRESS RELEASE

Pilipinas Shell Announces Shell Active Chess – Northern Luzon (Tuguegarao) Leg Winners

17/07/2007

The 15th Shell National Youth Active Chess Championship – Northern Luzon Leg (Tuguegarao) held on July 7-8, 2007 at Brickstone Mall, Tuguegarao City, Cagayan finished off with MacDominique Lagula of Bonfal Pilot Central School (Nueva Vizcaya) and Lehi Dan Stephen Laceste of Letran College as kiddies and juniors division champions, respectively.

Lagula (2nd from right) was the only contender in the kiddies division who got a perfect score of 7 pts., 31.5 Bucholz. In the junior's division, Laceste (2nd from left) prevailed over the other juniors division players with an almost perfect score of 6.5 pts., 31 Bucholz.

Joining Lagula and Laceste in the finals on October are kiddies division 1st runner up Haridas Pascua of University of Baguio (extreme right) and 2nd runner up Jan Jodilyn Fronda (not in photo). In the juniors division, 1st runner up Jan Emmanuel Garcia of Ateneo de Manila Univ. (extreme left) and 2nd runner up Luffe Magdalaga (3rd from left) followed Laceste.

The event was co-sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Dagupan City on July 21-22, 2007 at the CSI Mall (Atrium).

PRESS RELEASE

Shell Active Chess Northern Luzon Leg (Tuguegarao) Ceremonial Move

17/07/2007

Pilipinas Shell Petroleum Corporation Retail Territory Manager for Region 2 Ryan Bahia (seated, left) and Tuguegarao City Administrator Miguel Lim (seated, right) make a ceremonial move to formally open the Northern Luzon Leg of the 15th Shell National Youth Active Chess Championship on July 7, 2007 in Brickstone Mall, Tuguegarao City. Witnessing the ceremonial move are (standing, left to right) Shell dealers Oliver Peneyra (Zone chairman for Cagayan – Aparri Shell station) and George Florida (Allacapan, Cagayan) with Chief Arbiter Erwin Carag.

Sanctioned by the National Chess Federation of the Philippines, the Shell Active Chess Northern Luzon Leg in Tuguegarao gathered over 300 players with MacDominique Lagula of Bonfal Pilot Central School (Nueva Vizcaya) and Lehi Dan Stephen Alceste of Letran College emerging as leg champions in the kiddies and juniors division, respectively.

The event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Dagupan City on July 21-22, 2007 at the CSI Mall (Atrium).

PRESS RELEASE

Shell Advance Adventure Race 2 set this July

16/07/2007

The Shell Advance Adventure Race 2, a road safety campaign, kicks off on July 22, 2007 at the Silver City Mall in Pasig City. The campaign, which aims to intensify the effort to lessen motorcycle-related accidents and casualties through proper public awareness, is a joint project of the Motorcycle Philippines Federation (MCPF) and Pilipinas Shell Petroleum Corp.'s Shell Advance Federation of Riders (SAFE Riders).

Hundreds of motorcycle clubs are expected to join this much-awaited race. The race will kick off with other fun-filled activities such as dance and yell competitions and club games. This is the second season of the successful Shell Advance Adventure Race that launched MCPF's campaign on road safety and courtesy on April 28 at the Sofitel Philippine Plaza.

The Shell Advance Adventure Race Part 2 is open to all registered SAFE Riders club members. Only five participants for each affiliated club will be allowed to represent their group. All members of the club representatives should be legitimate members of a motorcycle club and should have proper biker gears and uniforms. Pre-registration to enter the race is needed. Race starts at 12pm in Silver City Mall Pasig. The race will have eight pit stops that each participating motorcycle club should finish. Prizes at stake include cash prizes and motorcycle units.

"This is one way of showing our commitment to the public. This is part of the company's initiative to make our streets safe for motorists and pedestrians. Activities like this will establish stronger relationships between the company and motorcycle riders. Once established, that relationship presents a good foundation towards realizing a common goal like road safety," said Jay Mujar, Marketing Manager of Shell Advance motorcycle oils.

The race also aims to attract more bikers and motorcycle enthusiasts to join the federation and the campaign for road safety and courtesy.

The event will start with a motorcade to promote safety awareness. Aside from the race, other activities where SAFE Riders members can join will also take place. Bikers will also awe the audience with their moves through the Motorcycle Club dance contest and club yell competition. The biggest club delegation, best-dressed motorcycle, and best-dressed riders will also be given special prizes. There are also fun club games to keep the cheering audience and bikers alive the whole afternoon.

Registration to enter the race is open until 12pm, while registration to become a SAFE Riders member starts

at 9am during the event. Freebies and exciting membership benefits await future members. Membership is open to all motorcycle clubs, individual bikers and enthusiasts. For more information and for registration, call Ms. Alice Decolongon at 0922-8126114 or 0916-2320357 or email cycletimes@yahoo.com.

PRESS RELEASE

Shell Active Chess Goes To Tuguegarao

01/07/2007

Tuguegarao takes its turn again as host of the Shell National Youth Active Chess Championship on July 7-8 with a maximum field of 500 expected to clash for top honors in the kiddies and juniors divisions at the Brickstone Mall in Tuguegarao City.

The event has generated a lot of interest in the northern city since it started hosting a Shell active chess leg in 2004 with this week's tournament tipped to draw another banner crowd from the chess playing students and out of school youth.

Registration for the Tuguegarao leg is now open at all Shellane showrooms nationwide and at selected Shell depots/installations, service stations and local offices. For details, contact chief coordinator Alex Dinoy at 744-1664 or 0922-8288510 or local coordinator Mariano Cabugos (078 844-2894-Tuguegarao).

Leg winners in the junior and kiddies categories get P5,000 and P4,000, respectively. The event, which has produced the likes of GMs Mark Paragua and Nelson Mariano II and IM Wesley So, the youngest Filipino to play in the Olympiad, is the only chess tournament that is truly national in scope and has been the most anticipated annual series among the youth, particularly this Olympiad year.

The leg's top finishers in kiddies and juniors divisions will converge in Manila on Oct. 20-21 for the grand finals.

The circuit, sanctioned by the National Chess Federation of the Philippines and backed by Shell V-power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, Brickstone Mall-Tuguegarao, offers P30,000 as cash prizes to the national junior champion and P20,000 to the national kiddies winner.

To promote and encourage excellence and good values among the youth, Pilipinas Shell is giving away special awards during the leg tournaments, including the Sportsmanship Award, the Youngest Player, the Top Youngest Player (8 years old and below - born not later than 1999), the Overall Top Female Player, and the Most Represented Schools in both the juniors and kiddies divisions.

Dagupan will host the third leg on July 21-22, followed by Batangas (Aug. 4-5), Iloilo (Aug. 18-19), Cebu (Sept. 1-2), Davao (Sept. 15-16) and Zamboanga (Sept. 29-30).

Registration forms are now available at all Shellane showrooms nationwide and at selected Shell depots/installations, service stations and local offices. For details, contact chief coordinator Alex Dinoy at 744-1664 or 0922-8288510.

PRESS RELEASE

At Shell, constant innovation is our commitment to you

28/06/2007

Shell Super Unleaded, Super Premium, Super Unleaded E10, and Shell Diesoline Ultra designed with new fuel economy formulas.

Manila, Philippines (28 June 2007) – At Shell, we have been developing fuels for over 100 years. After achieving a Guinness World Record for Fuel Economy, we are now introducing the new Shell fuels with fuel economy formula. Designed to do one thing - take you further.

Shell fuel economy milestones.

At Shell, we have passionately dedicated years of research towards making fuel as efficient as possible. In our continuous search for the next breakthrough, we have encouraged other to join the pursuit.

In the 1920s demand for motor cars and gasoline increased significantly so Shell introduced Shell Dynamine, a fuel that offered some of the most advanced engine efficiency of its time. In the 1950s Shell fuel included a proven mileage ingredient, Shell ICA.

Back in 1939 Shell started the predecessor of today's popular Shell Eco-Marathon. This year's edition, on 12-13 May, attracted over 250 teams of young students from 20 countries to compete to build and drive a vehicle to use the least amount of fuel. The winning team broke a new barrier, achieving fuel consumption equivalent to 3039km on a single litre of fuel.

In the Philippines, 2004 marked the year when Shell introduced its Better Mileage gasolines, which were the first in the market designed to take motorists further.

In 2006, Shell launched 'Shell Unleaded with fuel economy formula' in select countries around the world and set a Guinness World Record for fuel economy by helping a couple from Australia, John and Helen Taylor, to circumnavigate the globe using only 24 tanks of Shell Unleaded with fuel economy formula, which is now available at 8,752 Shell stations.

This year, Pilipinas Shell introduces the fuel economy formula to its local motorists. It is also the first to offer a fuel economy formula in an ethanol blended fuel in the country.

About the new Shell fuel economy formula.

Shell Super Unleaded, Super Premium and Super Unleaded E10 with the new fuel economy formula is designed to help improve fuel economy by reducing efficiency losses caused by engine deposits and friction through the Synthetic Viscous Friction Improver additive.

New Improved Shell Diesoline Ultra with the fuel economy formula is designed to help improve fuel economy by reducing efficiency losses caused by engine deposits and friction.

The technology behind the Shell Fuel Economy Formula has been proven in a large fleet trial published by the American Society of Automotive Engineers (SAE), and conducted in strict accordance with ISO 9001-2000 quality standards (audited by the British Standards Institute).

PRESS RELEASE

Pilipinas Shell launches New Improved Shell Diesoline Ultra with fuel economy formula

28/06/2007

“Ginawa para mas malayo and mararating dahil sa new fuel economy formula.”

28 June 2007 – Today, Shell introduces its New Improved Shell Diesoline Ultra with fuel economy formula. The new fuel contains a unique formulation designed to take Shell Diesoline Ultra motorists further and has been specifically developed for all diesel vehicles.

“We are committed to delivering better fuels around the world and have been working to develop fuels to address motorists’ needs for improved fuel economy,” Sammy De Guzman, Vice President of Shell Retail Philippines said. “Wide-ranging research has shown that many of our diesel customers want a fuel that’s going to take them further without having to pay more. Diesel is recognised for fuel efficiency and we’ve built on that benefit by developing our new fuel economy formula, which if used in combination with our FuelStretch tips, can help reduce our customers’ trips to the pump.”

It is designed to ignite and burn quicker than regular diesel, helping to produce a more effective combustion in the engine. When this happens, the engine’s efficiency improves. The fuel economy benefits of New Improved Shell Diesoline Ultra have been demonstrated in tests conducted with a number of popular diesel cars by the Motor Research Industry Association (MIRA), independent vehicle testing specialists based in the United Kingdom. Tests conducted by Shell have also shown the fuel’s ability to improve fuel economy in heavy-duty engines by protecting against the build up of deposits on injectors.

Shell has created the New Improved Shell Diesoline Ultra with fuel economy formula to respond to customers’ needs, and to keep ahead of industry trends. Last year it was estimated that more than half of the new cars purchased in Europe were diesel and according to a recent survey by J.D. Power and Associates, sales of diesel cars are likely to double in Central and Eastern Europe, triple in Latin America and Asia and quadruple in the U.S. by 2015.

New Improved Shell Diesoline Ultra with fuel economy formula is initially available in Luzon, and will be rolled out in the Visayas and Mindanao regions throughout the year.

“New Improved Shell Diesoline Ultra with fuel economy formula is the next phase in our mission to help motorists improve their fuel efficiency,” said Sammy De Guzman, Vice President of Shell Retail Philippines. Shell has also created FuelStretch tips to help motorists get extra mileage out of Shell fuel. Using the tips and taking advantage of Shell’s fuel economy formula, drivers can aim to save 10 per cent or more fuel while driving.

Shell's Top 10 FuelStretch Tips:

1. **Fuel matters** - Fuel economy is maximized in the engine through a combination of good driving habits and using the right fuel. Shell fuel economy formula is designed to help reduce friction and improve cleanliness in the engine, thereby improving fuel efficiency
2. **Drive smoothly, drive safely** – Aggressive driving can use as much as a third more fuel than safe driving. Also, avoid accelerating or braking too hard and try to keep your steering as smooth as possible
3. **Avoid over-revving** – Change gears carefully when you're accelerating. Never 'redline' the rev counter because you unnecessarily waste fuel
4. **Keep your tires at the right pressure** – Correctly inflated tires are safer, last longer and drive more efficiently. A tire that is under inflated reduces fuel efficiency. An under or over inflated tire is also more susceptible to failing and blow-out
5. **Avoid high speeds** – The faster you go, the more wind resistance you'll encounter and the more fuel your vehicle will consume just to maintain speed. Driving 5mph over the speed limit can affect fuel economy, you'll be shocked!
6. **Tune and service your engine regularly** – A well tuned engine can help improve fuel economy, so change your oil frequently and follow your car manufacturer's recommendation on servicing
7. **Remove the roof rack** – If you're not using your roof rack, then remove it, they affect the aerodynamic efficiency of vehicles and create drag, reducing fuel economy – It all adds up to less mileage
8. **Avoid carrying excess weight** – You may be surprised, but every extra pound or kilogram matters and affects your fuel efficiency, so keep your boot or back seat clear of unnecessary items that you use once in a while and just add weight to your vehicle (i.e. golf clubs)
9. **Use air conditioning sparingly** – Air conditioning puts added strain on the engine and uses fuel to operate, limit use to particularly hot days. When possible use the fan instead or simply set the temp to a comfortable, not cold setting (i.e. 22 C)
10. **Avoid excess idling** – It's obvious, idling gets you nowhere. However, it still burns fuel. Turn the engine off when you're in a queue or waiting for someone for more than 2 minutes

For more information on fuel efficiency and New Improved Shell Diesoline Ultra with fuel economy formula please visit www.shell.com.ph

PRESS RELEASE

Pilipinas Shell launches new fuel economy formulas

28/06/2007

Shell Super Unleaded, Super Premium, Super Unleaded E10, and Shell Diesoline Ultra designed to take motorists even further.

Manila, Philippines (28 June 2007) – Today, Pilipinas Shell launched the new Shell fuel economy formulas, the vital fuel ingredient of John and Helen Taylors' Guinness World Record-making journey for fuel efficiency in 2006. The new fuel economy formula, an improvement on the previously released Better Mileage formula, will be offered in Shell Super Unleaded, Shell Super Premium, Shell Super Unleaded E101, and Shell Diesoline Ultra2. The new formula is part of Shell's ongoing commitment to help its customers get the most out of their fuel, together with the development of fuel efficient driving practices shared by Shell under the name of FuelStretch driving tips.

The new Shell fuel economy formula is a result of a long-term research program by Shell, dedicated to discovering and designing products to take motorists further. The new addition of Synthetic Viscous Friction Improver in Shell Super Unleaded, Super Premium and Super Unleaded E10 helps enhance engine efficiency by both reducing friction in moving engine parts and keeping engines clean. The Taylors' Guinness World Record journey was the ultimate challenge and road tests to help Shell further validate the efficiency of their new formula – furthering its commitment to innovative R&D program.

New Improved Shell Diesoline Ultra with fuel economy formula is designed to ignite and burn quicker than regular diesel, helping to produce a more effective combustion in the engine. When this happens, the engine's efficiency improves.

Sammy De Guzman, Vice President of Shell Retail Philippines says, "We believe that the new formula will be welcomed by Filipino motorists who are concerned about increasing motoring costs. Through a combination of vehicle maintenance, improved driving styles and choosing the right fuel we've shown customers can make a real difference to their own mileage figures."

The new Shell fuel economy formula was a driving force behind the incredible success of the Shell Fuel Economy World Record Challenge of 2006 -- a mission by couple John and Helen Taylor to set a Guinness World Record for fuel efficiency on a drive around the world. The combination of the new Shell Super Unleaded with fuel economy formula and FuelStretch driving tips resulted in the Taylors successfully circumnavigating 28,970kms/ 18,000 miles around the globe in only 24 fill-ups -- achieving an average of 22.2 per km/62.7 mile (imp) per gallon, and surpassing all expectations of how well the fuel would perform. The Taylors used a completely standard car -- a VW Golf FS11.6 -- breaking the manufacturer's official consumption figures of 14.3 km per litre/40 miles per gallon (imp) by 55%.

“Shell is proud to offer this new innovation to customers, helping to increase fuel efficiency and reduce motoring costs,” says Carl Posadas, Local Implementer, Fuels Category Management. “In the same way the Taylors set a new Guinness World Record for fuel efficiency using our new fuel economy formula and FuelStretch driving tips, we hope everyday drivers in the Philippines will be pleased with the results and set their own personal records for better fuel economy.”

Notes:

1. Shell Super Unleaded E10 with new fuel economy formula is only available in Metro Manila.
2. Shell Diesoline Ultra with fuel economy formula is initially available in mainland Luzon.

PRESS RELEASE

Shell National Youth Active Chess Honors NCR Leg's Youngest Player

26/06/2007

Four-year old Celine Rozel Mariano of Motina Learning Center was hailed as the youngest player during the seven-round Swiss System of the 15th Shell National Youth Active Chess Championship – National Capital Region Leg held on June 23-24, 2007 at SM City Manila.

Pilipinas Shell Petroleum Corporation Sustainable Development Manager Mylene Santos (extreme right) and International Master Rodolfo Cardoso (extreme left) presented the trophy to Mariano (2nd from right) who was joined by her father during the awarding ceremonies.

Sanctioned by the National Chess Federation of the Philippines, the event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Tuguegarao City on July 7-8, 2007 at Brickstone Mall Activity Center.

PRESS RELEASE

Shell National Youth Active Chess Honors NCR Leg's Top Youngest Player (8 under)

26/06/2007

Six-year old Danrev Garcia of Holy Trinity Academy emerged as the top youngest player – 8 under during the 15th Shell National Youth Active Chess Championship – National Capital Region Leg held on June 23-24, 2007 at SM City Manila. Garcia garnered 4 points during the seven-round Swiss System format.

Pilipinas Shell Petroleum Corporation Sustainable Development Manager Mylene Santos (extreme right) and International Master Rodolfo Cardoso (extreme left) presented the trophy to Garcia (middle).

Sanctioned by the National Chess Federation of the Philippines, the event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Tuguegarao City on July 7-8, 2007 at Brickstone Mall Activity Center.

PRESS RELEASE

Pilipinas Shell Announces Shell National Youth Active Chess – NCR Leg Winners

26/06/2007

The 15th Shell National Youth Active Chess Championship – National Capital Region Leg held on June 23-24, 2007 in SM City Manila finished off with UE's Christy Lamiel Bernales and Diliman Preparatory School's Mari Joseph Turqueza as kiddies and juniors division champions respectively.

Turqueza (back row, 3rd from left) was the only contender in the juniors division who got a perfect score of 7 pts., 30 Bucholz. In the kiddies' division, Bernales prevailed over the other kiddies division players with an almost perfect score of 6.5 pts., 33 Bucholz. Bernales also won the overall top female award.

Joining Bernales and Turqueza in the seat in the finals on October are kiddies division 1st runner up Narquingden Reyes - Gen. Licerio Geronimo Memorial National High School (front row, extreme left), 2nd runner up Jan Nigel Galan – Children of Mary Immaculate College (front row, 2nd from right). In the juniors division, 1st runner up Jayson Mercado – San Sebastian College (back row, 2nd from left) and 2nd runner up Vic Neil Villanueva – University of Santo Tomas (back row, extreme right) followed Turqueza. Villanueva also won the sportsmanship award.

Pilipinas Shell Petroleum Corporation Sustainable Development Manager Mylene Santos (front row, extreme right) and International Master Rodolfo Cardoso (back row, extreme left) presented the awards to the winners. Each winner from the respective divisions received cash prize while finalists, aside from cash prizes, took home trophies.

The event was co-sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Tuguegarao City on July 7-8, 2007 at Brickstone Mall Activity Center.

PRESS RELEASE

Shell Active Chess Formally Opens with the NCR Leg

26/06/2007

Pilipinas Shell Petroleum Corporation Issues Manager Mich Cruz (seated, right) and International Master and Shell Battle of the Champions winner Wesley So (seated, left) make a ceremonial move to formally open the 15th Shell National Youth Active Championship National Capital Region Leg on June 23, 2007 in SM City Manila. Witnessing the ceremonial move are (standing, left to right) International Master and Shell Battle of the Champions runner up Oliver Dimakiling and Chief Arbiter Gene Poliarco.

Sanctioned by the National Chess Federation of the Philippines, the Shell Active Chess NCR Leg gathered 500 players with Christy Lamiel Bernales of University of the East and Mari Joseph Turqueza of Diliman Preparatory School emerging as leg champions in the kiddies and juniors division, respectively.

The event was sponsored by Shell V-Power, Shellane, Helix, Rimula, and McDonald's in cooperation with Cebu Pacific, SM Supermalls, CSI The City Mall, and Brickstone Mall.

The next leg is slated in Tuguegarao City on July 7-8, 2007 at the Brickstone Mall Activity Center.

PRESS RELEASE

Ceremonial Moves at Shell's Battle of Champions

25/06/2007

Pilipinas Shell recently kicked off this year's Shell National Youth Active Chess Championship (Shell Active Chess) with the Battle of the Champions (BOC), a once in a lifetime event gathering 21 past Shell Active Chess champions in a celebratory tournament at the SM Megamall in Mandaluyong City. Shell Active Chess is PSPC's annual national search for the next generation of young chess superstars.

Shown in photo making the ceremonial moves are (sitting L-R) Vice President for External Affairs Bobby Kanapi and Mandaluyong City Administrator Ernesto Victorino, witnessed by while (standing L-R) Shell's Issues Manager Mich Cruz, SNYACC Chief Arbiter Gene Poliarco, and Shell's Sustainable Development Manager Mylene Santos.

PRESS RELEASE

Pilipinas Shell Supports The Philippines' First Entry To The World Solar Challenge

25/06/2007

Together with other alternative energy advocates, Pilipinas Shell Petroleum Corporation (PSPC) gave support to the development of SINAG, the Philippine's first entry to the World Solar Challenge in Australia to be held from October 21 to 28, 2007.

SINAG, the solar car's six-square meter top surface will be covered by A-300 Monocrystalline Terrestrial Grade Solar Cells, which will enable the car to undertake a 3,000 kilometer journey from Darwin, situated in the northern territory of Australia. The solar cells boast of an efficiency of 21.5%, the highest in its class, and will be the centerpiece of the SINAG car.

Pilipinas Shell Vice President for External Affairs Roberto Kanapi and Sustainable Development Manager Mylene Santos, together with officials and representatives from sponsor companies witnessed the ceremonial turnover of solar cells by Sunpower Vice President for Operation Greg Reichow to De La Salle University – Manila Chancellor Dr. Carmelita Quebengco in a ceremony held on May 29, 2007 at the 3/F Yuchengco Bldg. inside the De La Salle University campus along Taft Avenue, Manila.

The Philippine participation to the World Solar Challenge was brought about by the partnership of like minded corporations such as Pilipinas Shell, Ford, San Miguel, Motolite, Sunpower, Philippine Airlines, and Ventus, which formed the Philippine Solar Car Challenge Society, Inc. led by former Department of Energy Secretary Vincent Perez. In his speech, Perez said, "SINAG is a solid proof of Filipino capability to put together a solar car powered vehicle. Second, it shows a unique partnership between the academe and corporations. Third, it promotes the use of renewable energy such as the solar power."

The 40-man team behind SINAG car is composed of Electronics and Communications Engineering students and faculty members from De La Salle University (DLSU)-Manila who are determined to complete the solar powered vehicle in June 2007 and see its way to Australia to compete with around 35 participants representing countries from all over the world. "We take pride in this project. This project impresses to our students that innovation is important. There was no hesitation on our part to take on the challenge of building a solar powered car," said Quebengco.

SINAG Solar Car Technical Team Head and DLSU faculty member Rene Fernandez said, "SINAG will zing across the Australian outback at a speed of no less than 100 KPH. We no longer have to sit down and satisfy our craving with mere pictures. We are ready to move on from mere theorizing to experimentation, and eventually the big race from Darwin to Adelaide this October."

Truly, SINAG is an exciting partnership between the business industry and the academe and a shining example of shared commitment to explore renewable sources of energy for the country and the world.

Photo shows Roberto Kanapi and Mylene Santos with the DLSU SINAG Solar Car Technical Team.

PRESS RELEASE

Pilipinas Shell Walks The Talk For A Cleaner Environment And Healthier Society

25/06/2007

Pilipinas Shell Petroleum Corporation joins various corporations during the “Walk the Talk” event to kick-off the CSR Expo 2007 event. On May 30, 2007, like-minded captains of industry led other participants as they converged to do a ceremonial walk within the Makati commercial business district to symbolize their support for a healthier society and a cleaner environment.

Pilipinas Shell, a major supporter of the CSR Expo, joins the ceremonial walk led by its Chairman and President Edgar Chua. Now on its 4th year of supporting the CSR Expo, Shell believes that businesses have differing approaches in implementing Corporate Social Responsibility (CSR) yet all point to a common objective of helping people improve their lives, build communities and achieve progress for nation building. “The expo is a good way to share best practices and enable learning across various groups to accomplish CSR goals”, Chua said.

The objectives for the “Walk the Talk” activity are clearly in line with Shell’s commitments towards sustainable development, that is, of ensuring that business is done with due consideration for society and the environment.

A Good News Kapihan press conference by Pacita Juan of Figaro and Tina Dumlao of Philippine Daily Inquirer ensues at the M Café as part of the event.

Aside from Edgar Chua of Shell, Mr. Al-Faddagh of Petron, Ayala Executives Gil Genio and Jimmy Ayala, Philamlife AIG expats, Anthony Pangilinan of PLDT, Erramon Aboitiz and Luis Miguel Aboitiz of the Aboitiz Group, and the board of Figaro were among the members of the business community who joined the symbolic walk.

PRESS RELEASE

So emerges as Battle of the Champions winner

25/06/2007

Filipino International Master Wesley So (2nd from left) emerged as the best of the best in the recently concluded Shell Battle of the Champions (BOC), a milestone event staged by Pilipinas Shell to kick off the 15th year of the Shell National Youth Chess Championship (Shell Active Chess), an annual national search for the next young chess superstars. The BOC, which pitted 21 previous Shell Active Chess champions against each other, was held recently in SM Megamall, Mandaluyong City. Shown in photo during the awarding ceremony are (standing L-R) Pilipinas Shell Petroleum Corporation Chairman and President Ed Chua, So, Filipino IM and BOC 1st runner-up Oliver Dimakiling, and Filipino GM and chess legend Eugene Torre.

PRESS RELEASE

Shell NCR chess list up ongoing

12/06/2007

Over a hundred players forming the core of the chess-playing youth in Metro Manila and nearby cities are tipped to clash for top honors in the 2007 Shell National Youth Active Chess Championships which unveils its 15th season on June 23-24 with the staging of the National Capital Region leg at SM City Manila.

Registration is ongoing on a first-come, first-served basis with the first 500 participants to be given slots in the two-day event featuring players 20-years-old and below (juniors) (born not earlier than 1987), and 14-years-old and below (kiddies) (born not earlier than 1993).

Deadline for list up is on June 18, 2007 with entry fee peg at P50.

The NCR leg serves as the kickoff leg of an eight-stage province-hopping series put up by Pilipinas Shell Petroleum Corporation in its continuing effort to help develop the sport and at the same time discover talents who could be tapped and trained to become future stars in the field of chess.

Registration forms are now available at all Shellane showrooms nationwide and at selected Shell depots/installations, service stations and local offices. For details, contact chief coordinator Alex Dinoy at 744-1664 or 0922-8288510.

The top the finishers in both divisions will converge in Manila on Oct. 20-21 for the grand finals.

Leg competitions for both the juniors and kiddies divisions will be a seven-round Swiss system while play will be an 9-round Swiss system in the grand finals. Leg winners will receive P5,000 (junior) and P4,000 (kiddies), respectively.

The circuit, sanctioned by the National Chess Federation of the Phils. and backed by Shell V-power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, Brickstone Mall-Tuguegarao, offers P30,000 to the grand junior champion and P20,000 to the kiddies winner.

To promote and encourage excellence and good values among the youth, Pilipinas Shell is giving away special awards, including the Sportsmanship Award, the Youngest Player, the Top Youngest Player (8 years old and below - born not later than 1999), the Overall Top Female Player, and the Most Represented Schools in both the juniors and kiddies divisions.

Tuguegarao will host the second leg on July 7-8, followed by Dagupan (July 21-22), Batangas (Aug. 4-5), Iloilo (Aug. 18-19), Cebu (Sept. 1-2), Davao (Sept. 15-16) and Zamboanga (Sept. 29-30).

PRESS RELEASE

Pilipinas Shell complies with BioFuels Law

06/05/2007

Shell Diesoline Ultra with one percent bio-diesel now available at Shell stations

Manila, Philippines (06 May 2007) - Shell, the world's largest distributor of transport biofuels, supports the Biofuels Act of 2006 through its compliance with the minimum one percent biodiesel mandate in its diesel engine fuels using coconut methyl ester (CME).

With over 30 years of experience with alternative fuels in countries such as USA, Brazil, Sweden, and Thailand, Shell believes that the use of such fuels is part of its commitment to Sustainable Development in the Philippines and around the world. Shell is working towards securing sustainable biofuel components that meet critical social, environmental and economic criteria including internationally recognized human and worker rights and the preservation of protected areas or valuable ecosystems.

"With over 30 years of marketing and distribution experience with biofuels through other Shell operating companies in the world, Pilipinas Shell Petroleum Corporation believes that the use of such fuels is not only in compliance with the law, but also as part of its commitment to Sustainable Development," Pilipinas Shell Country Chairman Edgar Chua said. "We would like to congratulate the Philippine Government for this milestone in the local fuels industry," he further added.

Pilipinas Shell tapped on this global experience & leadership, allowing it to be the first major oil company in the Philippines to launch its ethanol blended gasoline, Shell Super Unleaded E10, in May 2006. Today, Pilipinas Shell continues to leverage on their experience to support the government's mandate of having a minimum one percent biodiesel blend in all its diesel engine fuels sold in the country. It is because of its experience, knowledge, technical innovation and leadership in biofuels that Shell's biofuels customers around the world have come to consistently trust Shell.

Shell Diesoline Ultra with biodiesel is now available for motorists at Shell Stations nationwide.

PRESS RELEASE

Shell kicks off '07 active chess circuit June 23

02/05/2007

Pilipinas Shell launches its 2007 Shell National Youth Active Chess Championships on June 23-24 with a promise of another exciting battle for top honors in both the kiddies and juniors divisions of the event long considered as the breeding ground of chess talents in the country.

As in the past editions, this year's province-hopping series, featuring players 20-years-old and below (juniors) (born not earlier than 1987), and 14-years-old and below (kiddies) (born not earlier than 1993), will have eight legs starting with the National Capital Region (NCR) eliminations at SM City Manila on June 23-24 culminating in the grand finals in October at SM Megamall.

Registration forms are now available at all Shellane showrooms nationwide and at selected Shell depots/installations, service stations and local offices. For details, contact chief coordinator Alex Dinoy at 744-1664 or 0922-8288510 or the local coordinators; Mariano Cabugos (078 844-2894-Tuguegarao); German Francisco (0919-5658981 or 075 523-1165-Dagupan); Joselito Castro (043 723-2568/723-4246-Batangas); NM Cesar Mariano (033 336-6205/0919 2833826-Iloilo); Odilon Badilles (0926-5187156-Cebu); NA Ronnie Tabudlong (082 300-4260 or 0918-3590531-Davao); and Engr. Carlos Florendo (0920 627-9784-Zamboanga).

To reach out to a wider base of players, Pilipinas Shell has tapped Dagupan as the circuit's new leg, the third stage which will serve as one of the two Northern Luzon qualifiers on July 21-22 at the CSI The City Mall in Dagupan, Pangasinan. Tuguegarao will host the second leg on July 7-8 at the Brickstone Mall in Tuguegarao City.

The Southern Luzon stage (Batangas) will be played on Aug. 4-5 at SM City Batangas before the circuit holds its Visayas swing on Aug. 18-19 for the Iloilo leg and on Sept. 1-2 for the sixth leg in Cebu. Action in the event shifts to Mindanao elims on Sept. 15-16 for the Davao leg before it winds up in Zamboanga on Sept. 29-30 for the eighth and final leg.

The top finishers will converge in Manila on Oct. 20-21 for the grand finals at SM Megamall in Ortigas Center.

The circuit, sanctioned by the National Chess Federation of the Phils. and backed by Shell V-power, Shellane, Shell Helix, Shell Rimula, and McDonald's, in cooperation with SM Supermalls, Cebu Pacific, CSI The City Mall-Dagupan, Brickstone Mall-Tuguegarao, offers P30,000 to the junior champion and P20,000 to the kiddies winner.

To promote and encourage excellence among the youth, Pilipinas Shell is giving away special awards, including the Sportsmanship Award, the Youngest Player, the Top Youngest Player (8 years old and below – born not later than 1999), the Overall Top Female Player, and the Most Represented Schools in both the juniors and kiddies divisions.

Leg winners in the junior and kiddies categories will also bring home P5,000 and P4,000, respectively. The event, which has produced the likes of GMs Mark Paragua and Nelson Mariano II and 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 seven-round Swiss system while play will be an 9-round Swiss system in the grand finals.

PRESS RELEASE

Shell Supports 6th Bike For Hope

02/04/2007

Pilipinas Shell Petroleum Corporation (Pilipinas Shell) gave support to the 6th staging of Bike for Hope, an annual advocacy bike ride to raise awareness and seek support for various environmental, health, educational and community projects guided by a mission to uplift the quality of life of Filipinos.

Some 700 cycling enthusiasts biked across the province of Laguna for a 100 kilometer stretch bike ride that started at Paseo de Sta. Rosa in Greenfield City, Brgy. Don Jose, Sta. Rosa, Laguna and finished at Recs Complex in Brgy. Bubukal, Sta. Cruz, Laguna on February 10, 2007.

Shell in the Philippines has been supporting the Bike for Hope advocacy ride from the time it staged its initial advocacy ride in 2004. It is a staunch supporter of the propagation of Sustainable Development in the country by implementing various programs on social development and environmental preservation.

In photo are Bike for Hope cyclists headed by Sen. Cayetano as they pass by a Shell station in Laguna.

PRESS RELEASE

Empowering The Rural Communities With Shell Solar Home Systems

02/04/2007

Shell Solar Philippines Corporation (Shell Solar), in partnership with the Department of Energy (DoE) and seven micro-financing institutions (MFI), initiated the commercial distribution of solar photovoltaic (PV) systems in the country through the World Bank-funded Rural Power Project dubbed as the "Incubator Program". The project was formally launched with a contract signing held on March 1, 2007 at the DoE Complex in Taguig, Metro Manila.

The Rural Power Project-Project Management Office (RPP-PMO), a unit under the DoE, is responsible for the implementation of the Incubator Program, which aims to install around 1,000 solar PV systems or 100-200 systems per partner institution within a period of six months starting in April 2007.

The Rural Power Project is supported by the World Bank through the Global Environment Facility and the Department of Energy to implement decentralized electrification using solar photovoltaic systems applied within selected partnerships in all parts of the country.

The Incubator program, as a pilot project, is designed to develop solar photovoltaic lending into a commercial scale as well as strengthen partnerships between solar photovoltaic companies with the micro-financing institutions. Under the agreement, the partner institutions will implement and execute the financing, installation, after-sales and related activities involving the commercial distribution of solar PV systems to households in a target locality, area or region.

The project is a partnership between the DoE and Shell Solar with Center for Agriculture and Rural Development, Inc (CARD), Cooperative Bank of Palawan (CBP), Enterprise Bank Inc., Hometown Financing Corporation, Rural Bank of Mabitac (Laguna), Rural Green Bank of Caraga Incorporated, and Taytay sa Kauswagan, Inc. (TSKI).

Shell Solar General Manager Ramin Nadimi, DoE Undersecretary Melinda Ocampo, and RPP-PMO Project Director Mylene Capongcol inked the agreement with representatives of the micro-financing institutions.

The micro-financing institutions, including Center for Agriculture and Rural Development, Inc (CARD), Cooperative Bank of Palawan (CBP), Enterprise Bank Inc., Hometown Financing Corporation, Rural Bank of Mabitac (Laguna), Rural Green Bank of Caraga Incorporated, and Taytay sa Kauswagan, Inc. (TSKI) were selected based on their capacity to reach remote barangays not connected to the electric grid.

In photo are (from left to right) CARD BDS Operations Manager Julius Alip, Rural bank of Mabitac President Ernesto Maner, Shell Solar Philippines Corporation General Manager Ramin Nadimi, DoE Undersecretary Melinda Ocampo, RPP-PMO Project Director Mylene Capongcol, Cooperative Bank of Palawan General Manager Jun Hista, Cooperative Bank of Palawan Chairman Epifanio Magbanua, Hometown Financing Corporation Chief Finance Officer Oromina Eclarin, and Rural Green Bank of Caraga, Inc. Board of Director Lily Grace Andaya during the Incubator Program launch held at the DoE Complex in Taguig.

PRESS RELEASE

Shell Foundation Implements Shell Companies In The Philippines' Oplan Tabangan In The Bicol Region

02/04/2007

With the extent of damage caused in late 2006 by Typhoons Reming and Seniang, rehabilitation efforts need to be directed at employing longer-term solutions. Beyond mobilizing relief operations, Shell helps mitigate the impacts of the catastrophe that struck the entire Bicol Region, beginning with the implementation of the Bicol Tabangan Program (Tabangan is a Bicol word for "tulungan" or "help").

The program has three components - Integrated Farming Bio-Systems (IFBS), Sanayan sa Kakayahang Pangangalakal (SKP), and Sanayan sa Kakayahang Industriyal (SKIL). A total of 360 marginal coconut farmers, housewives and out-of-school youths have been recruited for the programs - 200 for IFBS, 60 for SKP, and 100 for SKIL.

Bicol Tabangan Program is made possible through the partnership between Pilipinas Shell Petroleum Corporation, Shell Philippines Exploration B.V., Shell Life Matters, and PSFI, and the Provincial Government of Albay, Technical Education and Skills Development Authority (TESDA), Gawad Kalinga (GK), and Albay Shell Retail Stations.

The program is also implemented with the active participation of local NGOs - PEACE Foundation, Inc., B-HEARD, AID Now Movement, Social Action Center, Diocese of Legaspi, St. Rose of Lima Parish (Pasacao, Camarines Sur) and of schools adopted by Shell - MORMS, Daraga North Central School, and Bogtong, Busay, and Cabangon Elementary Schools.

GK and the Shell companies in the Philippines (SciP) will establish 4 model farms in the Municipalities of Calabanga and Milaor in Camarines Sur and Basud and Panganiban in Camarines Norte where IFBS scholars from these GK villages will be trained in organic farming technologies. On the other hand, SKIL scholars will have the opportunity to be employed by industry partners such as Atlantic Gulf and Pacific Manila Company, Honda, Panasonic and Champion Fine Tooling, depending on their performance when they go through on-the-job training.

Photo shows (from left to right) Pilipinas Shell General Manager for External Affairs Roberto Kanapi, TESDA Supervising Specialist Emilio A. Tamayo, Malampaya Foundation Executive Director Luke Esteban, PSFI Executive Director Edgar Veron-Cruz, Honorable Fernando Gonzales, Governor of Province of Albay, Shell

companies in the Philippines Country Chair Edgar Chua, GK Executive Director Tony Meloto, Pilipinas Shell District Manager - South Luzon Arlyn Gamab, TESDA Regional Dir. Reg. IV Fortunato Bosangit, Social Action Center Diocese of Legaspi, B-Heard Exec. Dir. Rustico Suruiz, TESDA Administrator -TESDA Regional Training Center Camarines Sur Mr. Noel Diaz, and PSFI Sustainable Development Manager Daday De Leon join hands to signify the launch of the Bicol Tabangan Program.

PRESS RELEASE

Shell celebrates 60 years of shared Ferrari passion with worldwide Ferrari Relay Tour

16/03/2007

To celebrate 60 years of shared passion through Shell's technical partnership with Ferrari, Shell is delighted to announce its performance fuel, Shell V-Power, as the official fuel of the Ferrari 60th Anniversary Relay Tour.

The Relay Tour, a worldwide rally that sees Ferrari touring 44 countries across five continents, kicked off in Abu Dhabi on the 28th of January and culminates on the 25th of June 2007 in Maranello, Italy, home of Ferrari.

Where available, on each leg of the tour, the cars will stop at Shell service stations to fill up with Shell V-Power, Shell's premium gasoline which is developed with experience of working with the Ferrari Formula One team and provides the everyday motorist with the same technology used on the race track.

This vast relay provides the ultimate showcase for Shell V-Power, designed to demonstrate the power and performance, and born out of 60 years of shared passion for performance with Ferrari. The result is a fuel for customers who understand that not all fuels are the same.

Shell V-Power, successfully launched in the Philippines last July 2006, contains Shell's unique **Friction Modification Technology (FMT)**, the same technology used by the Ferrari in Formula One races, which is designed to help keep engine parts working smoothly, improve acceleration, to give you better movement. Shell V-Power is a **95 Octane fuel**, designed to provide more power and help improve responsiveness in many modern cars. In addition, the Ferrari fuel contains a **powerful cleaning formula** designed to improve engine responsiveness by helping to remove power-robbing deposits, helping the fuel to burn more effectively and thus, providing everyday motorists with the exhilarating feeling of the Ferrari fuel.

Instrumental to Shell V-Power's development has been the long term, working technical partnership forged between Shell and Ferrari across the Grand Prix circuits of the world. At each race, the Shell 'Track Lab' provides Shell scientists with a unique cutting-edge mobile laboratory enabling fuels to be monitored and tested under the most severe conditions. This development on the racetrack is then fed back into Shell's road fuel development programs to benefit the everyday motorist.

Mr. Sammy De Guzman, Vice President, Shell Retail Philippines said, "We are excited that Shell V-Power is the official fuel of the global Ferrari Relay Tour, as this is a fitting way to celebrate over 60 years of shared passion. Our proud heritage with Ferrari has been a key component in our on-going fuel development, providing millions of everyday motorists around the world and here in the Philippines with advanced technology designed to give a better driving experience. For our Filipino motorists, we are looking forward to a number of exciting activities to celebrate this milestone and the upcoming Formula One season."

PRESS RELEASE

Shell and Ferrari: The 60-year technical partnership

16/03/2007

The technical partnership of Shell and Enzo Ferrari dates back to the 1930s. Shell was the logical choice to provide the fuels and lubricants when the first Ferraris were produced in the 1940s. With exception of the years 1974 to 1995, Ferrari and Shell have been technical partners and worked together in creation of one of the most successful technical partnerships in the history of the sport.

In 1996, the Shell and Ferrari relationship was re-ignited, creating one of the most successful periods in Ferrari's long Formula One history. Since 1996, Shell's key contributing on-track success factor with Ferrari was reliability. The shared passion and success was sealed for a further 5 years in 2005, when Shell renewed its commitment to Formula One's most successful team through to the end of 2010.

Although the Formula One World Championship was launched in 1950, it was to be one year before Ferrari celebrated its first victory. José Froilán González won at Silverstone in 1951 driving a Ferrari 375.

From the beginning, Shell products contributed to Ferrari's success by supplying fuels and lubricants specifically designed to run at extreme conditions. Enzo Ferrari later summed up the long-standing relationship, "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."

Today, the spirit of the technical partnership remains strong.

"We've found the right formula for Ferrari as a technical partner," explained Mr. Sammy De Guzman, Vice President, Shell Retail Philippines. "Shell is at the very heart of Ferrari's performance, on track and on the road, with Shell V-Power fuel and Shell Helix oils developed with Ferrari. Shell engineers and technicians work side-by-side with Ferrari to ensure that the team has Shell's very best portfolio of fuel and lubricants products available for every competitive situation."

Not only does Shell develop V-Power race fuel and Helix race lubricants for Scuderia Ferrari in Formula One, but it also provides full analytical services at every race. A team of Shell experts staffs the Shell Track Lab, a trackside laboratory embedded in the Ferrari team compound. The Shell Track Lab's constant testing of fuel and oil in the Ferrari Formula One cars help the drivers to get the best performance on the track.

Off the track, the launch of the 2007 Ferrari 248 Formula 1 car further demonstrates the pivotal role that Shell plays in Formula One. Since May 2005, when the Ferrari development program began, Shell engineers worked alongside Ferrari to gain a deep mutual understanding of the characteristics of the new V-8 engine to help ensure that the design of the fuel and lubricants is optimised for the Ferrari's performance and reliability.

PRESS RELEASE

Shell's 2006 Corporate Calendar Wins An Anvil Award

06/03/2007

Pilipinas Shell Petroleum Corporation's entry "Homes of our Heritage " - 2006 Corporate Calendar won an Anvil Award of Merit in the 42nd Anvil Awards held at the Hotel Intercontinental, Makati City on February 23, 2007.

Entered under the category Tools-Calendar, the entry was one of the 31 winning entries out of 82 entries under the tools of Public Relations received from the 42nd Anvil Awards.

The 2006 Shell Calendar featured impressive historic and cultural homes located in different parts of the country, which used indigenous materials showcasing the lifestyle and artistry of Filipinos through its fine structures and details. The Homes of our Heritage 2006 Corporate calendar was a project of Shell companies in the Philippines in support of Metropolitan Museum of Manila.

The much-coveted Anvil Awards, dubbed as the Oscar of Public Relations in the Philippines, is given annually by the Public Relations Society of the Philippines (PRSP) to the outstanding public relations programs and tools that reflect and promote public interest, good values, genuine service to the community and society. Over 170 entries from the country's top corporations and government agencies participated in this tightly contested and prestigious recognition.

Shown in photo are Pilipinas Shell Sustainable Development Manager Mylene Santos (second from right) with her son Diego (far right), receiving the Anvil Award from Chief Justice Reynato S. Puno, Chairman, Anvil Awards Board of Jurors (middle); Butch S. Raquel, APR, PRSP President (2007-2008) and Chairman, 42nd Anvil Awards (left); and PRSP President (2005-2007) Milen C. Sison de Quiros, APR (second from left).

PRESS RELEASE

Shellane Rolls Out Safety Hangtags

06/03/2007

Shellane recently released the Shellane safety cylinder hangtags to staff and its distributors to provide users safety tips, basic instructions on safe handling, storage and proper use of Shellane LPG.

The safety hangtag also includes vital information on what to do in case of an LPG emergency. It also contains national hotline telephone numbers (887-5555; 1-800-10-7435563; 0918-8875555) that customers can call for information on Shellane.

As an added bonus for key cities in the country, the safety cylinder hangtag includes a 2007 Shellane Hatid Bahay pocket calendar. The hangtag will be placed on each and every filled Shellane cylinder to be sold to consumers nationwide within the months of February and March 2007.

"Now that we are celebrating our 40th anniversary, we are seeking your continued commitment in improving Shellane's safety record and in keeping Shellane the most preferred LPG brand in the country. This is one of our ways to increase safety awareness among consumers especially that this coming March is a fire prevention month," said Ronald Suarez, Shell Gas Philippines Marketing Implementer.

To support the rollout of the safety cylinder hangtags, the Shellane showroom safety poster was also released to Shellane distributors. The safety poster contains the same safety information as in the hangtags - only in a larger, poster format. It will be displayed in all Authorized Shellane showrooms nationwide and will serve as a means to provide safety information to Shellane customers.

"With these new safety materials, we trust that our end users will be better informed and equipped to use Shellane safely and efficiently," Suarez added.

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"With these new safety materials, we trust that our end users will be better informed and equipped to use Shellane safely and efficiently," Suarez added.

PRESS RELEASE

Pilipinas Shell Grants Endowment To University Of San Carlos – Cebu

06/03/2007

To strengthen engineering education in the country, Pilipinas Shell Petroleum Corporation granted the University of San Carlos (USC) in Cebu a one million-peso scholarship endowment.

The endowment is earmarked for building up a fund for student scholarships in the Master of Science in Chemical Engineering program as part of Pilipinas Shell's thrusts to support technology and innovation in the country.

In his speech, Pilipinas Shell Chairman and President Edgar Chua stressed the importance of quality education in fostering sustainable economic growth and social development in the Philippines. Chua expressed the need to improve the competitiveness of Philippine education vis-a-vis Asian counterparts and regarded technology as a key enabler towards this end. He also mentioned that Shell chose USC for its reputation of driving its students towards professional excellence and commitment to values.

To express his gratitude, USC President Fr. Roderick Salazar Jr., SVD referred to the grant as a beautiful gift and thanked Shell for entrusting to USC the endowment fund to support engineering education in the university.

Fr. Salazar Jr., SVD received the check donation from Pilipinas Shell Chairman and President Edgar Chua in a formal hand-over ceremony held on February 6, 2006 at the Rigney Hall in the USC - College of Engineering.

Also present during the hand-over ceremony were Pilipinas Shell General Manager for External Affairs Roberto Kanapi, Pilipinas Shell Sustainable Development Manager Mylene Santos, USC Vice President for Academic Affairs Fr. Teodoro Gapuz, SVD, Director of the Office for International Linkages Fr. Theodore Murnane, SVD, Dean of the College of Engineering Dr. Nicanor Buenconsejo Jr., Assistant Dean Engr. Rosana Ferolin, and Chemical Engineering Chair Engr. Luis Cabatingan. Other witnesses were some chairpersons from the various departments of the university, Pilipinas Shell Visayas-Mindanao (VisMin) managers, and chemical engineering faculty and senior chemical engineering students. Ven Lacustales and Tito Reyes, Commercial Fuels (CF) Sales Manager and CF Accounts and Administrative Assistant respectively, who were instrumental in liaising with USC for the VisMin establishment of the endowment, also graced the affair.

The Endowment for Technology Education program is Pilipinas Shell's contribution toward the improvement of technology education, particularly in engineering in the Philippines. This program aims to help Pilipinas Shell in attracting and motivating the talents the company needs for its own success, with Engineering being a discipline, which has critical alignment with Pilipinas Shell's operations.

Photo shows Pilipinas Shell Chairman and President Edgar Chua (left) handing over the 1-million grant to USC President Fr. Roderick Salazar Jr., SVD, witnessed by Pilipinas Shell and USC officials.

PRESS RELEASE

Shell Supports The Rehabilitation Of Pasig River

06/03/2007

Pilipinas Shell Petroleum Corporation gave support to the rehabilitation of the Pasig River by being one of the major sponsors in the Pasig River Heritage Marathon or Philippine Marathon for Pasig River on February 25, 2007.

Thousands of runners, enthusiasts, and spectators dashed their way to Fort Santiago in Intramuros, Manila at 4 am and finished the run at 11 am at Fort Bonifacio in Taguig City. Runners Eduardo Buenavista and Jhoan Banayag dominated the 42-kilometer marathon in the male and female categories respectively. Jhoan Banayag defended her crown, being last year's winner.

The other sprint categories were 10-km, 5-km, and the 3-km where most of the participants were children. Around 9,000 individuals registered for the marathon.

Pasig River Heritage Marathon or Philippine Marathon for Pasig River is an environmental advocacy program organized by the Clean and Green Foundation for the sustained rehabilitation of the Pasig River. The marathon is now recognized as an international event after being accredited in August 2004 by the US based Association of Athletic Federation (IAAF) and the Association of Marathons and Road Races (AIMS).

In photo are (left to right): Hon. Angelo Reyes – Secretary, Department of Environment and Natural Resources, Ming Ramos – Chairperson, Clean & Green Foundation, Eduardo Buenavista – 1st place, 42-kilometer marathon in the male category, former President Fidel V. Ramos, and Mylene Santos – Shell Sustainable Development Manager.

PRESS RELEASE

Pilipinas Shell Supports The La Mesa Watershed Reforestation

06/03/2007

Pilipinas Shell Petroleum Corporation (Pilipinas Shell) joined hands with ABS-CBN Foundation Inc.'s (AFI) Bantay Kalikasan Project for the reforestation of the remaining 37 hectares within the La Mesa Reservation Area.

The project, dubbed as "Save the La Mesa Watershed Project", is a watershed rehabilitation, protection and development project to be implemented on the 2,700-hectare MWSS La Mesa Reservation Area.

The La Mesa Reservation Area is designed to rehabilitate, protect and develop the watershed for the purpose of water production, soil erosion prevention and flood control, carbon dioxide sink, and to serve as a bio-diversity nature park for appreciation of the general public.

Pilipinas Shell Chairman and President Edgar Chua (2nd from right) sealed the agreement with AFI Managing Director Gina Lopez (center), Bantay Kalikasan Consultant Merlo Mendoza (extreme left), Unilever Philippines Chairman and Chief Executive Officer Sanjiv Mehta (2nd from left), and MWSS Administrator Larry Jamora (extreme right).

The signing ceremony was held on March 5, 2007 at the Boating Lagoon of the La Mesa Eco Park in East Fairview, Quezon City.

PRESS RELEASE

PILIPINAS SHELL FOUNDATION'S AIMS FOR 1-MILLION BENEFICIARIES BY END 2007

14/02/2007

In August 2007, Pilipinas Shell Foundation, Inc. (PSFI) celebrates 25 meaningful years of helping people go further in life. Since 1982, PSFI has touched the lives of 689,809 individuals, and PSFI Executive Director Edgardo R. Veron Cruz is certain that PSFI will reach its 1 millionth beneficiaries mark this year, with program expenditures to reach more than four times PSFI's achievement in the past 2 years.

The announcement was made during PSFI's 25th Year Launching Ceremony held on February 5, 2007 at Shell House, Makati City. Veron Cruz also briefed distinguished guests and the public on the series of events, which PSFI shall hold throughout the year. These include launching of 'Gas Mo, Bukas Ko' in March, conduct of National Shell Youth Business Camp in April and Industry Forum for the Sanayan sa Kakayahang Industriyal (SKIL) Program in May,

participation in an agricultural forum in June, inauguration of the 4th Shell Training Farm in Pililla, Rizal in July, conduct of a national malaria symposium in September, and sponsorship of a Waste Management Forum and presentation of Triple B (Bawas Basura sa Barangay) Program in October.

These activities build up to PSFI's 25th Year Anniversary Celebration in November 18, 2007, among the highlights of which is the giving of recognition to outstanding achievers from amongst PSFI's beneficiaries and valuable program partners.

'Gas Mo, Bukas Ko' seeks to enhance the skills and values of Shell retail station staff. It is deemed to reach out to at least 200 staff of Shell retail stations nationwide in 2007 alone. The Shell National Youth Business Camp aims to develop enterprising spirit among the youth. Around 200 youths are expected to participate in April. The SKIL Industry Forum seeks to address the demand for skilled workers in high growth industries. PSFI shall hold the forum to ensure that skills provided through its SKIL Program match the requirements of the industries. PSFI's participation in an Agricultural Forum strives to promote organic farming and provide support to national agricultural programs. Agriculture and organic farming will be further promoted through the conduct of trainings in its 4th Shell Training Farm to be established in Pililla, Rizal. The Malaria Symposium is intended to strengthen existing networks in malaria control. Together with other successful waste management systems, PSFI will present Triple B Program to barangay officials in Metro Manila.

Other key speakers during the launching ceremony were Shell companies in the Philippines (SciP) Country

Chairman Edgar O. Chua, PSFI Founding Chairman Cesar A. Buenaventura, and Shell Philippines Exploration B.V. Communications Manager Facundo S. Roco.

Buenaventura gave an overview of PSFI's history. He shares, "with a modest endowment from Pilipinas Shell, the first main focus of PSFI was on training young men and women who were out-of-school and out-of-job in skills that will get them employed". Today, PSFI has more than 4,000 SKIL graduates, many are gainfully employed as managers, while some own businesses. He recognized Shell scholars who were in attendance saying, "thank you for proving that given the opportunity, there are no limits to what you can achieve".

Chua stressed that the launching ceremony was more than just a kick-off of PSFI's 25th year, "rather, we are celebrating the values that embody Shell". He adds, "PSFI represents what Shell stands for, such as reaching out to communities and the environment". Chua encouraged Shell employees "to help in our small way in making the Philippines a better world".

In a closing statement, Roco recounts what, according to him, was the greatest moment for PSFI in 2002 when the United Nations for Environment Program and the International Chamber of Commerce during the Johannesburg Summit awarded 1 of only 10 Business Awards for Sustainable Development to the Malampaya Project because of the interventions introduced by PSFI. "As a result," he says, "we are the only Shell group of companies globally who has been a recipient of that award". The next awarding will be in 2012.

Present during the launch were Her Majesty's Ambassador to the Philippines Mr. Peter Beckingham, Netherlands Ambassador to the Philippines His Excellency Robert Vornis, Department of Health Undersecretary Ethellyn Nieto, World Health Organization Malaria Scientist Dr. Rahman Velayudhan, Quezon Power Limited President Frank Thiel and Human Resources Director Litz Santana, Technological University of the Philippines-College of Industrial Technology Dean Enrico Velayo, Dynamic Education President Bambina Buenaventura, Malampaya Foundation Executive Director Luke Esteban, PSFI Board of Trustees Mr. Oscar Reyes, Mr. Rafael Hernaez, Ms. Gina Ordoñez, Atty. Joselito Diga, Atty. Janet Regalado, and Mr. Romeo de Guzman. Members of the Shell Scholars Alumni Foundation, and Shell staff also witnessed the event.

PSFI staff and Scholars Alumni with Her Majesty's Ambassador to the Philippines Mr. Peter Beckingham (2nd row, 2nd from right), Shell companies in the Philippines (SciP) Country Chairman Edgar O. Chua (2nd row, 4th from right), PSFI Trustees Oscar Reyes and Rafael Hernaez (1st row, 4th and 3rd from right), Shell Philippines Exploration B.V. Communications Manager Facundo S. Roco (1st row, 9th from right), PSFI Exec. Dir. Edgardo R. Veron Cruz (2nd row, 7th from right), and Malampaya Foundation Exec. Dir. Luke Esteban (2nd row, 1st from right).

PRESS RELEASE

SHELL GRANTS ENDOWMENT TO ATENEO DE MANILA UNIVERSITY

05/02/2007

Pilipinas Shell Petroleum Corporation granted an endowment fund of P1.5 million to Ateneo de Manila University (AdMU) for the establishment of Shell Philippines Endowment Fund to provide scholarship assistance to deserving science majors of the school.

As part of the donation, Pilipinas Shell will support the tuition costs of qualified undergraduates enrolled in the School of Science and Engineering. The scholar may enjoy the tuition support for a maximum of 4-5 years, depending on the scholar's science program of study for as long he is able to demonstrate a continuing need for financial support and meets the academic performance requirements.

In photo are Edgar O. Chua, President, Pilipinas Shell Petroleum Corporation (second from right) shaking hands with Fr. Bienvenido F. Nebres, SJ, President, Ateneo de Manila University (second from left) after turning over the deed of donation to Ateneo de Manila University. Also in photo are Romeo B. De Guzman, Pilipinas Shell Vice President for External Affairs (far right), Mr. Miguel Jose C. Valencia, Director, Ateneo Alumni Association (3rd from left), Dr. Ma. Assunta C. Cuyegkeng, Vice President for the Loyola Schools (2nd from left), and Fr. Nemesio S. Que, SJ, Director, Office of Admission and Aid, Loyola Schools (far left).

The official signing activity for the establishment of the Endowment Fund was held at Xavier Hall in Ateneo de Manila University in Quezon City on December 18, 2006.

PRESS RELEASE

SHELL UNVEILS FUEL STATION AT ALABANG COUNTRY CLUB

05/02/2007

Pilipinas Shell Petroleum Corporation (Pilipinas Shell) unveiled its retail station within the premises of the prestigious Alabang Country Club located at Ayala Alabang Village in Muntinlupa City on January 31, 2007.

Pilipinas Shell holds a long-standing and valuable partnership with the 25-year old Alabang Country Club, Inc. (ACCI), which reflects the company's commitment to providing Shell customers with innovative products and value-adding services.

Pilipinas Shell Chairman and President Edgar Chua and ACCI President Atty. Juan Castillo led the ribbon cutting ceremonies to officially open the newly renovated station.

In his speech, Chua said, "Shell has taken the initiative to refurbish the station here in Alabang Country Club such that it is the newest and biggest Shell station that Shell has in any association, village, or country club in the Philippines."

The Shell service station is equipped with 12 service pumps that can accommodate four vehicles simultaneously and complies with safety standards, exclusively to service ACCI members.

Shell Diesoline, Shell V-Power, and Shell Unleaded are among the differentiated fuels available from the retail station, which is capable of dispensing 350,000 liters of gasoline per month.

Pilipinas Shell Petroleum Corp. President and Chairman Edgar Chua (extreme right) and Alabang Country Club Inc. President Atty. Juan Castillo (2nd from left) lead the ribbon-cutting ceremonies together with Pilipinas Shell Commercial Fuels Sales Manager Rene Sarte (extreme left) and (2nd from right) Cynthia Matias, General Manager, Alabang Country Club, Inc. during the blessing and inauguration of the Shell fuel station in Alabang Country Club.

PRESS RELEASE

SHELLANE NOW AVAILABLE AT CRYSTAL CLEAR OUTLETS

01/02/2007

Shellane, one of the leading LPG brands sealed a partnership with Crystal Clear - the premier water refilling store chain in the country. Through this agreement, customers may now purchase Shellane from selected Crystal Clear outlets nationwide.

"The synergy of the two best brands in their respective categories was borne out of

the intention to deliver the only the best quality, safety, convenience and superior customer service to its clientele," said Rose Dizon, Pilipinas Shell Business Development Executive for LPG.

The partnership was formally launched on November 20, 2006 during a store opening at Lower Bicutan in Taguig City. Crystal Clear endorser Ms. Lorna Tolentino graced the event. A motorcade and an LPG safety training was also held on that day.

In photo are (l-r) Pilipinas Shell General Manager for LPG Bernard Ong, Lorna Tolentino, Mr. & Mrs. Rhodante Ison, Crystal Clear - Lower Bicutan Franchisee; and Che Soler, President of Solerex Water Technologies, Inc.

PRESS RELEASE

SHELL JOINS SINULOG FESTIVAL 2007

24/01/2007

The Shell companies in the Philippines joined in the celebration of the annual Sinulog Festival held in Cebu on 21 January 2007.

Shell staff and their families, together with Shell and Shellane dealers in Visayas, boarded the Shellane float (shown in photo) which paraded on the main thoroughfares of Cebu City. Shell Retail showcased various Shell brands such as V-Power, Shell Lubricants, and the Shellane Hatid Bahay, including a Ferrari F1 mock-up car as centerpiece in an exhibit at the JET Shell station along Jones Avenue, Cebu.

Shellane gave away premium items (Shellane aprons, shirts, etc.) to the crowd to promote Shellane Hatid Bahay while SMARTY --- the Shellane mascot, delighted everyone in the crowd, especially the children, during the parade.

Sinulog is an annual festival held in Cebu celebrating the feast of their patron - the child Jesus, Señor Sto. Niño. A parade of floats and dancers go around central Cebu City expressing "'Pit Señor!" in a display of color and sound.

PRESS RELEASE

Shell launches 'Made to Move' advertising campaign

15/01/2007

Manila, Philippines (15 January 2007) – As the global leader in fuels, Shell has embarked on a mission to take its customer commitment to the next level. This means, more than just a provider of quality fuels, Shell wants to make a difference in the way people move. With over seventy years of innovation, Shell is committed to developing better fuels for motorists all over the world, addressing their needs for fuel efficiency and better movement.

Customer commitment is real for Shell. The global campaign, 'Made to Move,' was launched in 2006 in markets such as the United Kingdom, Greece, and Hong Kong among others. 2007 marks the launch of Shell Retail Philippines' participation in this global milestone. 'Made to Move' is a TV advertising campaign backed by print, below-the-line communication, and public relations. In the Philippines, the campaign makes its debut on TV, radio, and print media.

This campaign signifies a change in Shell's advertising positioning, with an emotional brand message being used to market and sell the fuel in contrast to the product-focused campaigns of recent times. Shell's aim throughout the campaign is to re-connect people with their love of movement. The television advertising features a series of static objects that come to life showing the power and dynamics of movement. These static objects include a billiard ball, yo-yo, a football and a mountain bike. The choice of sports allows the TVC to cut across many cultures, ages and even gender, as sports is something almost everyone is exposed to at one point or another in their lives; some of whom have sports as an integral part of their daily lives.

Shell's commitment to giving its customers a better driving and movement experience is a recurring theme throughout the campaign. Shell wants to ensure people understand that Shell is committed to creating fine fuels that help move people and their cars better.

Shell Retail Philippines General Manager Sammy De Guzman said, "This is the first time in recent years that Shell has used an emotional brand voice to market its fuel as opposed to concentrating solely on the product. This change in our approach to communications represents our desire to build stronger relations with our customers, and to help them get more out of their driving experiences."

As part of the campaign launch, Shell customers can join the "Win a Dream Car" raffle promotion, where they get a chance to win one of 3 Audi A3 1.6 Sportback dream cars to enjoy a really great driving experience in a new dream car. The promotion further demonstrates Shell's commitment to help customers move better for a better driving experience. Shell. Made to Move.