



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## **New Parker's Rewards Loyalty Program Offers Customers Deep Fuel Discounts, Exclusive Promotions and More**

**SAVANNAH, Ga. (June 4, 2018)** – Earlier today, [Parker's](#) launched [Parker's Rewards](#), an exciting new loyalty program offering customers deep fuel discounts, generous loyalty rewards and exclusive promotions.

The Parker's Rewards program makes it easy for customers to receive benefits with every in-store purchase. The program was developed with today's convenience store customer in mind, based on a close analysis of shopping behaviors and consumer preferences.

"Parker's customers have high expectations, so we decided to develop the most robust convenience store loyalty program in the region by listening to what our customers want and making it a reality," said Parker's President and CEO Greg Parker. "Our new loyalty program will strengthen our relationships with customers, offer exclusive discounts on the items they love and reward them for their dedication to the Parker's brand."

The Parker's Rewards program allows customers to earn loyalty rewards when they purchase their favorite in-store items, from fresh coffee to hand-breaded Southern Fried Chicken Tenders. In addition, exclusive loyalty program discounts will rotate throughout the year, including 69-cent fountain drinks throughout the month of June.

One of the biggest Parker's Rewards program benefits is tiered discounts on gas, which are based on customer spending inside the store for the previous month. Depending upon monthly in-store spending, loyalty program customers will be automatically upgraded to Platinum, Gold or Blue status, earning fuel discounts of up to 20 cents per gallon.

"The more you spend, the more you save," said Jeff Bush, Chief Operating Officer at Parker's. "We want to reward our customers for their loyalty with deeper fuel discounts."

Customers can enroll for Parker's Rewards online at [ParkerSav.com/Rewards](#) or download the free Parker's mobile app, which allows for easy tracking of rewards status and speedy, secure payment at the register and the pump. Once a customer is enrolled in the program, discounts are automatically applied. Parker's Rewards customers can see which level of fuel discounts they qualify for in any given month and how close they are to achieving Platinum, Gold or Blue status.

The Parker's Rewards loyalty program has no membership fees, offers secure PIN authorization with every transaction and works at all Parker's locations in Georgia and South Carolina.

To learn more about Parker's Rewards, visit **[ParkerSav.com/Rewards](http://ParkerSav.com/Rewards)**.

#### **ABOUT PARKER'S:**

[Parker's](#) is strategically redefining America's convenience store industry, offering customers high-quality products, freshly prepared food and superior customer service at 53 retail stores throughout southeast Georgia and South Carolina. Headquartered in Savannah, Ga., Parker's has a commitment to exceeding customer expectations and has repeatedly been recognized as one of the nation's leading convenience store companies. Food service is a specialty, featuring Parker's Kitchen favorites like hand-breaded Southern Fried Chicken Tenders, tender bone-in chicken, made-from-scratch mac 'n' cheese, a breakfast bar and daily specials. The company's popular PumpPal loyalty program, which includes more than 150,000 members, has saved Parker's customers more than \$10 million to date.

Parker's also gives back to every community where stores are located through the Fueling the Community Program, which donates a portion of the profit of every gallon of gas sold on the first Wednesday of the month to area schools. In addition, the company endows the Parker's Emergency and Trauma Center at Memorial Hospital in Savannah, donates gas cards to benefit cancer patients and spearheads an Anti-Litter Campaign in Savannah. For more information about Parker's, visit [www.parkersav.com](http://www.parkersav.com).

#### **RECENT AWARDS AND ACCOLADES:**

- Top 10 U.S. Gas Station Brands – Gas Buddy
- Best Convenience Store - *Savannah Morning News* Readers' Choice Awards
- Best Convenience Store - *Savannah Magazine* Best of Savannah Awards
- Best Convenience Store - *Statesboro Herald* "Best in the 'Boro" Awards
- Best Convenience Store - Bryan County Now "Best of Bryan" Awards
- Regional Economic Impact Award - Greater Bluffton Chamber of Commerce
- Best Convenience Store - *Island Packet*
- Most Fab Convenience Store - *Effingham Herald*
- Keep Liberty Beautiful Award - *Coastal Courier*
- Most Fabulous Gas Station – *Effingham Living*
- Wayne County's Favorite Convenience Store – *Jesup Press-Sentinel*
- Citizen of the Year Award – Frank Callen Boys and Girls Club
- Community Hero Award – 100 Black Men of Savannah

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