



## News Release

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### **Highland Corporation announces name change to Highland Energy**



HOHENWALD, TENNESSEE (January 30, 2026) –Highland Corporation today announced that it will officially begin doing business as Highland Energy.

This name and branding change reflect both the company's history and vision for the future, said CEO Seth Blanks. Rooted in Hohenwald, Tenn., the Highland name represents a commitment to integrity, strength of character and everyday excellence. As a multi-generation, family-owned company offering comprehensive expertise in the fuel and energy space, this name change aligns with a people-first philosophy and the belief that lasting success is built through relationships, reliability and generosity.

“Highland Energy isn’t a new direction—it’s a clearer reflection of who we’ve always been and where we’re going,” Blanks said. “This name honors the hard work and integrity that built the foundation we’re proud to stand on today. It aligns our identity with the values that have always defined us. We’re grateful for the trust of our customers, and we look forward to investing in the future while continuing to serve our customers and communities in the right way.”

The name change also comes at a time of strategic growth and success for the company, Blanks said. Over the past five years, Highland has seen growth due to the expansion of the Fast Stop Markets convenience store chain, along with Fuel Transport and wholesale fuel business. More than 120 new jobs have been added in the middle and west Tennessee service areas.

In 2026 and the years to come, Highland employees, customers, business partners and neighbors can expect the same commitment to excellence that has fueled this growth. Responsible community stewardship is a top priority, said Blanks.

“We know what the Highland name represents in the communities we serve,” Blanks said. “We’ll continue to represent the name Highland with a commitment to relationships first, serving others with excellence and conducting business based on trust.”

With the name change, business will operate as normal with no disruption to services, Blanks added. All existing contracts, locations and contact information will remain unchanged during the transition.

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“While our name is evolving, our mission remains the same: to serve our customers and communities with consistency, care and integrity for generations to come,” Blanks said. “The Highland values of *Family, Integrity, Respect, Excellence and Service* will never change.”

For more information about Highland Energy, go to [HighlandEnergy.com](http://HighlandEnergy.com). For questions, call 800-924-8514 or email [info@highlandenergy.com](mailto:info@highlandenergy.com).



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**Highland Energy** is a Tennessee-based, fourth generation family-owned petroleum wholesaler, retailer and fuel transportation company. Highland owns and operates Fast Stop Markets, a convenience store chain in middle and west Tennessee. Sister company Fuel Transport, Inc. is its common carrier specializing in transporting petroleum products across Tennessee. Highland's wholesale partners include Shell, Exxon, BP and Marathon branded fuel. Pacific Pride commercial fueling locations are also part of the company's family of fuel products. In an ongoing effort to honor the company values of *Family, Integrity, Respect, Excellence and Service*, the Highland Charitable Foundation raises funds to aid local non-profits in the communities where the company serves. For more information, visit [highlandenergy.com](http://highlandenergy.com).