



Shell LubeVideoCheck Program Wins National Award for Best Multi-Venue Event.

ST. LOUIS -- The Shell LubeVideoCheck program has won the national Silver Ex Award for Best Multi-Venue Event in the Business to Business Category from Event Marketer Magazine, the event marketing industry's leading publication.

"The Shell LubeVideoCheck program managed by the Kerry Group was selected for this prestigious award to exemplify effectiveness, high standards and return-on-investment in the business-to-business category," said Bob McCann, Kerry Group CEO. "We are gratified to win this award over hundreds of competitive entries," McCann said.

Cara Gerhardt, Kerry Group Vice President, Account Supervisor, said, "We have worked hard to deliver an effective, turnkey and cost-efficient program for Shell since the program's inception, and are excited to win this award on behalf of our client because it exemplifies the Shell LubeVideoCheck program's success."

Jeff Priborsky, Shell Sector Lead Technical Advisor, added, "The year 2009 was the strongest yet for Shell LubeVideoCheck in the United States. It is a key value-added offering for Shell customers and prospects and we are very pleased to be recognized by the Event Marketer Ex Awards."

The Shell LubeVideoCheck program provides inspections of key internal heavy-duty engine parts, without costly teardown. Using state-of-the-art fiber optic inspection equipment, Shell LubeVideoCheck operators examine critical engine parts, capture high resolution photos and provide detailed reports to customers with the findings. The inspection service can save customers countless hours and dollars in downtime and maintenance. See the website http://www.shell.us/home/content/usa/products_services/solutions_for_businesses/lubricants/services/services_videocheck_fleets.html.

"We have been operating in the U.S. and Canada since 2005," Priborsky noted. "This award speaks volumes about how our customers, and we at Shell, find tremendous value in the service. We strive to offer the most technologically advanced solutions to our customers, Shell LubeVideoCheck is a perfect example of Shell's leadership."

Shell Oil Products U.S. (SOPUS) manufactures and distributes Shell Rotella in the U.S. and globally. Shell Rotella motor oil is an industry leader in the U.S.

The Kerry Group creates interactions between businesses and consumers, influencing and changing behavior -- Ultimately creating personal connections that last longer than a moment in time. The Kerry Group's preparedness, dependability, personal attention, exceptional account service, execution expertise, technical know-how and on-budget delivery translate into long-standing relationships, unique value propositions and help ensure maximum ROI.

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