

# TV

PRODUCT: EXXON PETRO GASOLINE  
TITLE: "A NEW GASOLINE"  
PROGRAM: NEWS  
STATION: WABC

5/15/95  
(NEW YORK)

Exhibit A

:30  
11 27PM



(MUSIC)  
WOMAN SING: People stopping  
by.



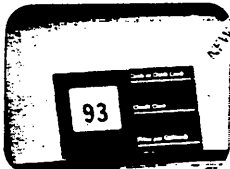
ANNCR: There's new gasoline--  
1st MAN: What's new about it?



ANNCR: --with the power



to drive down maintenance cost.  
1st MAN: Really?



1st WOMAN: Are you serious?  
ANNCR: Yes we are.



New Exxon 93 Supreme keeps  
your engine cleaner.  
2nd WOMAN: Clean is good.



ANNCR: So it can help drive down  
maintenance cost. (MUSIC)



2nd MAN: Could gas do that?  
ANNCR: New Exxon '93 Supreme  
can.



with the power to drive down  
maintenance cost.  
2nd WOMAN: Gas that can save  
you money!.



ANNCR: For more reliable  
performance.  
1st WOMAN: Okay, I'll try it.



WOMAN SING: People stopping by  
to refuel.



on the Tiger.  
MUSIC OUT

ALSO AVAILABLE IN COLOR VIDEO-TAPE CASSETTE

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# RTV

317 Madison Avenue, New York, NY 10017 (212) 309-1400

PRODUCT: EXXON PETRO GASOLINE  
TITLE: "MORE RELIABLE PERFORMANCE"  
PROGRAM: NEWS  
STATION: KDKA

7/17/95  
(PITTSBURGH)

## Exhibit B

:30  
6:21PM



(MUSIC)



ANNCR: There's a new gasoline--



1st MAN: What's new about it?



ANNCR: --with the power to drive down maintenance costs.  
1st MAN: Really?



1st WOMAN: Are you serious?  
ANNCR: Yes, we are. New Exxon gasoline keeps your engine cleaner.



2nd WOMAN: Cleaner is good.



ANNCR: So it can help drive down maintenance costs. 2nd MAN: Could gas do that?



ANNCR: New Exxon gasoline can, with the power to drive down maintenance costs--



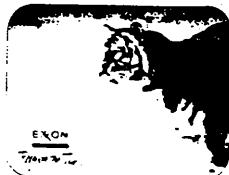
2nd WOMAN: Gas that can save you money. ANNCR: --for more reliable performance.



3rd WOMAN: Okay, I'll try it.



WOMAN SINGS. People stoopin'  
by



to rely on the tiger. (MUSIC OUT)

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# RTV

317 Madison Avenue, New York, NY 10017 (212) 309-1400

PRODUCT: EXXON PÉTO GASOLINE  
TITLE: "A HARD WORKING GASOLINE"  
PROGRAM: GOOD DAY NEW YORK  
STATION: WNYW

01/22/96  
(NEW YORK)

30  
8:10AM

## Exhibit C



(MUSIC/SFX) (VARIOUS VOICES)



ANNCR: There's a hard working gasoline--



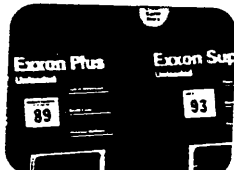
MAN: You sure about this?



ANNCR: --with the power to drive down



maintenance costs. MAN: Really? WOMAN: Are you serious? ANNCR: Yes we are. Exxon Gasoline keeps your engine



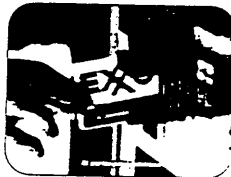
cleaner. WOMAN: Clean is good. ANNCR: So it can help drive down maintenance costs. MAN: Can gas do that? ANNCR: Exxon Gasoline



can, with the power to drive down maintenance costs. WOMAN: Good idea.



ANNCR: And so is this. Cash and



credit prices are the same.



WOMAN: Okay, I'll try it.



WOMAN SINGS: People stoppin' by to rev



on the tiger. MUSIC OUT.

# McCANN-ERICKSON HOUSTON

McCann-Erickson, Inc. 1260 Post Oak Boulevard, Suite 1900, Houston, Texas 77066 718-968-0300

C-6EX30-EX18  
"SOUNDBITES" MAINTENANCE COSTS  
"NON-NEW" SUPREME VERSION

*Client*  
*Product*  
*Format*  
*Status*  
*Job No.*  
*Date*

EXXON CO. U.S.A.  
MOTOR GASOLINE  
:30 RADIO  
AS RECORDED  
1208-95  
12/13/95

MUSIC: "PEOPLE STOPPIN BY" THEME UP AND UNDER

ANNCR: There's a hard-working gasoline...

MAN: You kiddin' me?

ANNCR: With the power to drive down maintenance costs.

MAN: Really?

WOMAN: Are you serious?

ANNCR: Yes, we are. Exxon 93 Supreme keeps your engine cleaner--

WOMAN: Clean is good.

ANNCR: So it can help drive down maintenance costs--

MAN: Could gas do that?

ANNCR: Exxon 93 Supreme can. With the power to drive down maintenance costs.

WOMAN: Gas that can save you money.

ANNCR: For more reliable performance.

WOMAN: OK, I'll try it.

SINGERS: PEOPLE STOPPIN' BY TO RELY ON THE TIGER.

# MCCANN-ERICKSON HOUSTON

McCann-Erickson, Inc., 1580 Post Oak Boulevard, Suite 1900, Houston, Texas 77056 713-866-0903

*Client*  
*Product*  
*Format*  
*Status*  
*Job No.*  
*Date*

EXXON CO. U.S.A.  
MOTOR GASOLINE  
:30 RADIO  
AS RECORDED  
1600-96  
01/11/96

## "NON-NEW" SOUNDBITES ALL GRADES VERSION

MUSIC: "PEOPLE STOPPIN BY" THERE UP AND UNDER  
ANNCR: There's a hard-working gasoline...  
MAN: You sure about this?  
ANNCR: With the power to drive down maintenance costs.  
MAN: Really?  
WOMAN: Are you serious?  
ANNCR: Yes, we are. Exxon gasoline keeps your engine cleaner--  
WOMAN: Clean is good.  
ANNCR: So it can help drive down maintenance costs--  
MAN: Could gas do that?  
ANNCR: Exxon gasoline can. With the power to drive down maintenance costs.  
WOMAN: Gas that can save you money.  
ANNCR: For more reliable performance.  
WOMAN: OK, I'll try it.  
SINGERS: PEOPLE STOPPIN' BY TO RELY ON THE TIGER.