



GROWTH ENERGY'S 2024 CONSUMER INITIATIVE

After a successful 2023 campaign, Growth Energy is expanding its 2024 Get Biofuel consumer initiative to include nine NEW retail markets across six states in the Midwest. Marketing efforts will launch with new creative in June and promote the benefits of fuel options like Unleaded 88 (E15) by reminding consumers that Nature Will Thank You.



ABOUT GET BIOFUEL

Connecting With Today's Consumers

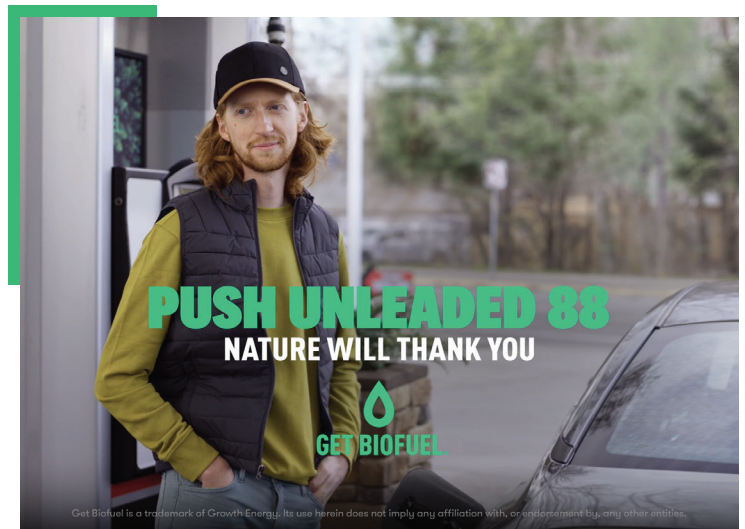
Through cutting edge creative, we're positioning biofuels like plant-based ethanol as a simple change anyone can make to benefit the earth and encouraging drivers to choose higher blends like engine smart, earth kind E15 at the pump. It's an initiative rooted in the latest market data and insights that captures attention by highlighting the benefits of plant-based, cleaner-burning fuel options.

Building the Unleaded 88 (E15) Trifecta

We're positioning our engine smart, earth kind fuel as a simple solution toward a greener today through an industry effort that includes pursuing pro-growth policy, leveraging commercial opportunities, and spurring consumer demand — the E15 trifecta.

UNLEADED 88 HELPS THE PLANET

In 2024, Get Biofuel continues its commitment to raising awareness around plant-friendly fuel blends like Unleaded 88 (E15). Effective and proven advertising messages build awareness on biofuels' positive environmental benefits and encourage more drivers to choose higher biofuel blends like Unleaded 88 (E15) at the pump. The ads educate and engage target audiences via social media, digital content, and search and drive users to the Get Biofuel Fuel Finder, a location tool that highlights participating retail partner locations and allows consumers to navigate there for their next fill-up. Get Biofuel's participating retailers receive stickers to place on the pump, connecting consumer audiences who have seen the advertising with the higher blend fuel option.



PARTICIPATING RETAILERS

