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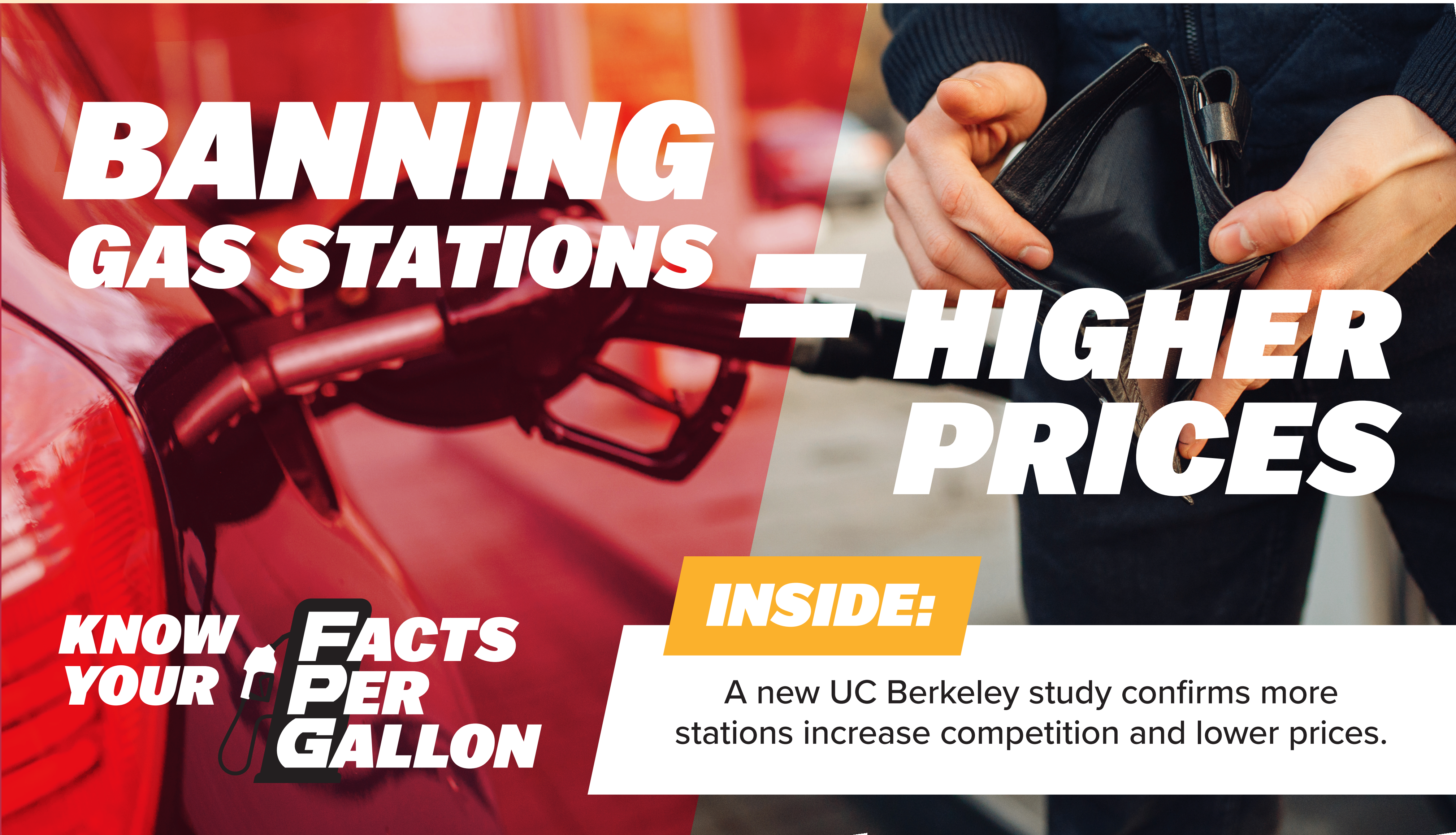

BANNING GAS STATIONS = HIGHER PRICES

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INSIDE:

A new UC Berkeley study confirms more stations increase competition and lower prices.

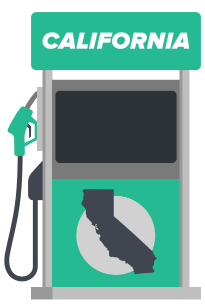
FACTS PER GALLON

THE BASIC LAWS OF ECONOMICS TELL US THE PRICE IS SET BY SUPPLY AND DEMAND.

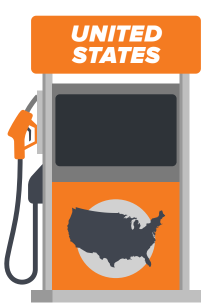
As California cities begin to ban new gas stations
WHAT'S THE EFFECT ON PRICE AT THE PUMP?

STATIONS PER CAPITA:

Californians already have roughly twice as many licensed drivers per station than the rest of the country.[1]



2,568 DRIVERS PER STATION



1,399 DRIVERS PER STATION

BERKELEY STUDY:

Economists recently proved impact of more stations **creating competition and lower prices**, in a specific large market.[2]

> "The reduced competition among retail establishments is often cited as a factor contributing to California's above-average retail prices.[3]"
>
> *- Brad Williams for Capital Matrix*

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Know Your FPG is a project of and paid for by the Western States Petroleum Association.

1. Federal Highway Administration, Alternative Fuels Data Center, California Energy Commission,
2. "Competitive Effects of Entry in Gasoline Markets", Energy Institute at Haas, U.C. Berkeley
3. "Impacts of a Statewide Ban on New Construction and Upgrades to Fueling Establishments in California", Brad Williams for Capital Matrix.