

June 17, 2019



Michael Bloom Joins Executive Leadership Team as CMO at GPM Investments, LLC

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RICHMOND, VA—GPM Investments, LLC announces that Michael Bloom will be joining the executive team in the newly created role of Executive Vice President, Chief Merchandising and Marketing Officer. Bloom previously served as the CEO of Fred's Inc, President and COO of Family Dollar, and EVP, Merchandising, Marketing and Supply Chain at CVS.

In his new role with GPM, Bloom will be responsible for the company's entire merchandising and marketing team, as well as their proprietary food, franchise and dispensed beverage programs. He will also oversee the continued growth, development and implementation of GPM's customer loyalty program, fas REWARDS®.

With Bloom comes an immense array of extensive merchandising and marketing experience from working in the retail industry for more than 38 years. Prior to joining GPM, Bloom was CEO at Memphis, TN-based Fred's Inc., an operator of general merchandise and pharmacy stores. Before his time at Fred's, he was President and COO at Family Dollar, which operated more than 8,400 retail stores across the U.S. He also served in executive roles for more than 20 years at CVS Pharmacy.

Bloom's executive experience at CVS will be an exceptional benefit to the GPM team. During his time at CVS, he was essential in leading the development of CVS's store model which overhauled the store layout and product assortment to improve the overall customer experience. He then assisted in overseeing the integration of the CVS loyalty platform into the joint business plans. Bloom spearheaded the launching of CVS's private label brand, gold emblem™, a premier line of snacks, candy, beverages and more. Bloom is also no stranger to growing a business through acquisition as that was a main tenet of CVS's business model. Experience like this, has established Bloom as a consistent, results driven executive who will be a major asset to GPM.

"We hired Mike because of his tremendous leadership, merchandising and marketing experience, as well as a proven track record of success in small format retail stores," said Arie Kotler, President and CEO at GPM. Kotler went on to say, "As GPM continues to grow through acquisitions, we are increasing our focus on the expansion of the products,

programs and services we offer our customers. Mike brings years of experience in marketing strategy, merchandising, private brands, loyalty, acquisitions and much more. His addition to our company is essential to help further develop GPM's portfolio of c-stores as we continue to be one of the largest privately-owned companies in the industry."

Bloom said "I am very pleased to have the opportunity to join the talented team at GPM Investments. This is a very exciting time for the company, and I look forward to working closely with the team as we remain steadfast in our goal to expand our footprint across the country. My focus will be to continue to improve customers' experiences in our stores by making sure we consistently deliver on exceeding their expectations."

About GPM Investments, LLC

GPM Investments, LLC, together with its subsidiaries, is the largest privately-owned company in the convenience store channel of business. With recent acquisitions, GPM has widened its reach to approximately 1,400 stores. The company, based in Richmond, VA, operates or supplies fuel to stores in Arkansas, Connecticut, Delaware, Florida, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maryland, Michigan, Missouri, Nebraska, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas and Virginia. Its stores offer specialty a large selection of grocery items, such as fresh fruit, an exclusive (e)vapors[®] line, a proprietary fas SNACKS line, and many other products to suit the needs of every customer. One feature, setting many of its convenience stores apart is a wide array of proprietary food offerings ranging from fresh-made salads and sandwiches to healthy, grab-and-go meals.

Visit www.gpminvestments.com to learn more about GPM's stores.