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NASCAR Fans and Mobil 1 Enthusiasts: Start Your Creative Engines

The Green Flag is about to Drop on the "Show Your Mobil 1" Video Contest

FAIRFAX, Va.--(BUSINESS WIRE)-- Mobil 1, the world's leading synthetic motor oil, is offering motorsports fans a chance to have 30 seconds of fame. The "Show Your Mobil 1" challenge invites racing fans to show the world how they feel about Mobil 1 and NASCAR by creating a commercial expressing the strong connection between NASCAR and the official motor oil of the motorsport. The winner gets to see his or her commercial on national television during a NASCAR event, and finalists speed away with hefty prizes as well.

Anyone with a video camera and a bit of creativity is encouraged to enter and take a shot at seeing their idea on television. There's plenty to compete for - the grand-prize winner will be awarded a viewing party to celebrate the airing of the commercial, as well as an all-expenses-paid trip to a 2010 NASCAR Sprint Cup Series race.

This contest is divided into two stages: the video uploading period and the voting period.

Stage 1:

- Beginning July 15, consumers can find out more information about the contest, including the rules and eligibility requirements, by visiting www.ShowYourMobil1.com. This site will offer video assets that are available to use and will also include a sample video.
- Between Aug. 1 - 31, applicants may upload their 30-second videos. To upload a video, a person must register on the site and agree to the terms of use. Once complete, the contestant will receive e-mail confirmation.
- During Sept. 1 - 13, a panel of judges will review eligible submissions and will select five finalists. All finalists will win a \$1,000 Mobil 1-branded gift card.

Stage 2:

- From Sept. 14 - Nov. 15, voting begins on the five finalists' video spots. Anyone who registers is able to vote. Consumers are encouraged to return daily to vote and, as a result, daily prize giveaways will be offered. Prizes will be awarded in a random drawing at the end of each day. There are five different daily prizes, which include \$500 gift cards, stadium kits (backpack cooler and stadium seat), captain's chairs, spectator cooler chairs, and auto deluxe kits (jumper cables, air gauge, emergency kit). Each person can only vote once a day.
- The video spot with the most consumer votes at the end of the contest wins. The grand-prize winner's video will air on national television during a NASCAR event in 2010. The "Show Your Mobil 1" champion will also receive a trip for two to a NASCAR-sanctioned event in 2010, a

flat-screen TV, and a viewing party catered for 15 friends to watch the spot air live. The winner will be announced in late November.

The 2009 NASCAR season marks the seventh consecutive year in which Mobil 1 is the Official Motor Oil of NASCAR, and the Mobil brand of lubricant products are the Official Lubricants of NASCAR.

About Mobil 1

The world's leading synthetic motor oil, Mobil 1, features advanced technology that provides performance beyond conventional motor oils. This technology allows Mobil 1 to meet or exceed the toughest standards of car builders and to provide protection against engine wear, under normal or even some of the most extreme conditions. Mobil 1 flows quickly in extreme temperatures to protect critical engine parts and is designed to maximize engine performance and help extend engine life. Mobil 1 is also the Official Motor Oil of NASCAR.

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About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), celebrating 61 years, is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport - holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television.

NASCAR races are broadcast in more than 150 countries and in more than 30 languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico.

Source: Exxon Mobil Corporation