



**MAPCO EXPRESS® TO HOLD A ONE-DAY
“\$1.10 GAS GIVEAWAY” PROMOTION ON 10/10/10**

MAPCO Express Launches First-Ever Gas Giveaway at Five Secret MAPCO Locations

BRENTWOOD, Tenn. September 28, 2010 – MAPCO Express, Inc., a leading independent convenience store chain with more than 400 neighborhood retail locations throughout the southeastern United States, today announced the launch of its first-ever “\$1.10 Gas Giveaway” promotion.

On October 10, 2010, for 110 minutes, MAPCO Express will sell gasoline for only \$1.10 per gallon at five selected secret MAPCO locations throughout its service area. In the weeks leading up to the event, customers can receive tips about the secret locations through the Company’s Facebook and Twitter feeds.

Bill Reilly, Chief Marketing Officer of MAPCO Express, said, “During tough economic times, high fuel prices are an unwelcome expense for us all. As the neighborhood convenience store of choice, we wanted to help our communities save a little money and have fun while doing so. We wish our customers the best of luck in the hunt.”

To learn more about the giveaway and start receiving tips about the secret locations, simply go to www.MyDimeDeal.com and sign up to be a fan on MAPCO’s Facebook and Twitter pages. The Company will regularly post clues there about which locations will offer the special \$1.10 per gallon gasoline on October 10, 2010.

About MAPCO Express

With headquarters in Brentwood, Tenn., MAPCO Express operates more than 400 convenience stores in eight states under the MAPCO Express®, MAPCO Mart®, East Coast®, Discount Food Mart™, Fast Food and Fuel™, Delta Express®, and Favorite Markets® brand names. For more information, go to www.MAPCOMart.com

Media Relations Contact:

Dix & Eaton (on behalf of MAPCO Express)
Lindsey Geiss
216.241.4624
lgeiss@dix-eaton.com

- END -