

## PRESS CLIPPING SHEET

<b>PUBLICATION:</b>	Al Ahram (Supplement)
<b>DATE:</b>	12-June-2015
<b>COUNTRY:</b>	Egypt
<b>CIRCULATION:</b>	1,000,000
<b>TITLE :</b>	Mobil1: Keep Your Car Engine's Performance as Good as New
<b>PAGE:</b>	Front Page
<b>ARTICLE TYPE:</b>	AD
<b>REPORTER:</b>	NA



The advertisement banner features a large, stylized number '1' in a dark square on the left. In the center, the headline in Arabic reads 'حافظ على أداء محرك سيارتك كالجديد' (Keep your car engine's performance as good as new). On the right, there is a bottle of Mobil 1 5W-30 ESP Formula motor oil. A green circular seal on the bottle says 'الزيت المناسب لظروف التشغيل القصوى' (The oil suitable for maximum operating conditions). At the bottom left is the Mobil 1 logo with 'Performance by ExxonMobil' below it. At the bottom center, there is a line of small Arabic text: 'موبيل 1 إكس إن بي فورمولا 5W-30 مناسب جداً لظروف التشغيل القصوى التي لا تتحملها الزيوت التقليدية' (Mobil 1 ExxonMobil Formula 5W-30 is very suitable for the extreme operating conditions that traditional oils cannot withstand). At the bottom right, the website 'www.mobil1-egypt.com' and the slogan 'رائد الزيوت التخليقية في العالم' (Leader in synthetic oils in the world) are displayed.