



FOR IMMEDIATE RELEASE

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National Sweepstakes will Award 5 Local Winners

(Springfield, MA) – The national “Go Green” Sweepstakes from Poland Spring® Brand Natural Spring Water will award a new 2009 Saturn VUE® Hybrid car to one lucky person and five local F.L. Roberts fuel and convenience store shoppers will each receive gift cards totaling \$500.

F.L. Roberts gift cards are valid at all F.L. Roberts businesses, including their fuel and convenience stores, Golden Nozzle Car Wash locations, Jiffy Lube service centers, the Whately Diner and Truck Refueling Facilities in western Massachusetts.

Starting June 1, 2009, customers age 18 or older can enter by using their mobile phones to text “FLR” to short code “4WATER,” or they can enter by mail. No purchase is necessary and the limit is one entry per day; customers can obtain full official rules and instructions on how to enter the Sweepstakes at any F.L. Roberts convenience store location or online at

www.ecosweeps.com

The Sweepstakes ends on July 31, 2009.

The Sweepstakes was designed to help promote Poland Spring® Brand Natural Spring Water in the recyclable half-liter Eco-Shape® bottle, which is made with approximately 30% less plastic than the average half-liter bottle*, has a smaller label and is more flexible, so it’s easier to crush for recycling.

*Source: "Based on an August 2008 national audit of half-liter plastic bottles across the tea, juice, soda and water categories, the Eco-Shape® half-liter bottle contains an average of 30% less plastic versus comparable size carbonated and non-carbonated beverages."

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