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**First issue of “Blending Fuels” magazine sent to
America’s petroleum marketers this week**

Sioux Falls, SD (September 28, 2009) – Consumers can enjoy more choices at the pump, gas station owners can offer a wider variety of fuel choices, and the nation can achieve its renewable fuels targets – all thanks to a new use of blender pumps for a wider distribution of E85 and mid-range ethanol blends. *Blending Fuels*, a new magazine designed specifically to address station owners’ questions about ethanol fuels and blender pumps, was received this week by petroleum marketers across the country.

Blending Fuels is an effort of the “Blend Your Own Ethanol” campaign, or “BYOethanol” – pronounced “bio” but with a whole new meaning. BYOethanol is an unprecedented new campaign between leading corn-producing states, the American Coalition for Ethanol (ACE), and the Renewable Fuels Association (RFA) with the goal of installing 5,000 ethanol blender pumps nationwide over the next three years.

The magazine was sent this week to 39,000 petroleum marketers, representing more than 100,000 retail fuel stations nationwide. *Blending Fuels* contains information for understanding how blender pumps work, the advantages of blender pumps, a checklist of factors to consider when evaluating the incentives and opportunities of installing new infrastructure, and best practices for success.

“The BYOethanol campaign is a petroleum marketer’s one-stop shop for expertise and information about ethanol-blended fuel and blender pumps, and now we’re proud to make the *Blending Fuels* magazine available as a new resource,” said Ron Lamberty, Vice President / Market Development for ACE.

Details of the BYOethanol campaign will be unveiled at the National Association of Convenience Stores (NACS) show in Las Vegas on October 21-23, the nation’s largest gathering of petroleum marketers. Leaders from both ACE and RFA will be on hand at NACS to talk to petroleum marketers about why blender pumps are a good business decision and about the many state and federal incentives that exist.

Blender pumps are not new to the fuel industry, but are now finding new use with ethanol and E85. A blender pump features two underground tanks, typically one with unleaded and one with E85, and the dispenser blends the appropriate percentages of the two fuels to create any blend of ethanol from zero to 85 percent. Gas station owners benefit from product flexibility and by being ready for future renewable fuel blend levels, and consumers benefit by having new choices at the pump like E20 or E30 for their flexible fuel vehicles.

Along with the National Corn Growers Association, several leading corn-producing states are participating in this program. At press time, states participating are the Iowa Corn Promotion Board, the Kansas Corn Commission, the Kentucky Corn Promotion Council, the Missouri Corn Merchandising Council, the Nebraska Corn Board, the Ohio Corn Board, and the South Dakota Corn Utilization Council, with several other states on the verge of joining this effort.

The nearly 200 blender pump locations in the U.S. today can be seen on this map:
www.tinyurl.com/ACEblenderpumpmap.

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