

For: CBX, New York, N.Y.
From: Parness & Associates, Aberdeen, N.J.

For Immediate Release

CBX'S NEW C-STORE PROTOTYPE FOR PKN ORLEN DEBUTS IN POLAND
-- Rollout of new design to continue through 2008

PLOCK, Poland (7/8/08) – PKN Orlen recently unveiled its new convenience store concept in Warsaw's Powazkowska section, representing a comprehensive strategic brand positioning, corporate identity and naming program, as well as a retail design prototype directed by New York-based CBX.

The state-owned company—which, with more than 1,800 stations across the country, is Poland's largest petroleum retailer—wanted to distinguish itself from multi-nationals entering the local market with formats that include convenience stores, explained Joseph Bona, president of CBX's retail division. Prior to engaging CBX, the company operated a basic, entry level c-store format at its fuel stations

“PKN Orlen sought to raise the design and merchandising bar in c-store retailing and, in turn, leapfrog the competition,” Bona said. To that end, motorists using the site's fuel islands will find the adjacent ‘Stop Café Bistro’ convenience store hard to miss. Bold colors and backlit columns on the store's exterior provide a powerful visual statement both day and night.

“Inside, we designed a layout that drives more customers through a new and improved foodservice offer to generate higher sales and profits,” Bona noted. Coffee to go, a new and expanding category, is located near the entrance, immediately enticing customers with the sight, sounds and aroma of freshly brewed coffee. A well-stocked newsstand with periodicals also tempts customers to spend a moment browsing.

CBX's design team devised a vibrant grid of product and people photography incorporating PKN Orlen's iconic shade of vivid red as well as darker and lighter reds, to highlight the overall foodservice area, which includes a grill station for made-to-order hotdogs. Sandwiches and other to-go foods are artfully and enticingly displayed in sleek glass cases with light-wood trim. “Our intent was to create a ‘stage’ or a bit of theater around the food offer,” Bona explained, “while also allowing for ease of operations.”

Foodservice customers travel the length of the store to pay for their purchases at a centralized paypoint positioned at the rear of the selling space, where they will also find the grocery section. Light wood-trimmed shelving holds a wide range of items that makes Stop Café Bistro a destination for everyday kitchen staples as well as prepared foods.

About PKN Orlen

PKN Orlen is Poland and central Europe's largest publicly traded firm, with major operations in Poland, the Czech Republic, Germany and the Baltic States. The merger of Poland's C.P.N. and PKN in 1999 created PKN Orlen headquartered near Warsaw in Plock, Poland. The company, which also operates a number of joint ventures, generates annual sales of \$10 billion (USD).

About CBX

CBX (www.cbx.com) is a fully integrated creative agency specializing in retail design and operations, brand and corporate identity development, packaging, research, and motion branding. The company maintains offices in New York City, Minneapolis, San Francisco, and Los Angeles.

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NOTE: Additional photos are available from Parness & Associates.
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