

For: CBX, New York, N.Y.
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For Immediate Release

**CBX'S NEW C-STORE PROTOTYPE
FOR PRIMAX UNVEILED IN LIMA, PERU**

-- New design to roll out to over 200 PRIMAX fueling locations in Peru and Ecuador

LIMA, Peru (6/12/08)—PRIMAX recently unveiled the first of its Listo! convenience store sites here at its PRIMAX-branded fuel center, representing a comprehensive strategic brand positioning, corporate identity program and retail design prototype all directed by New York-based CBX.

Spanish for “quick,” the Listo! c-store brand was created for PRIMAX, a new fuel brand designated after the company acquired 165 former Shell locations in Peru and 60 in Ecuador. The Lima location will set the stage for a rebranding of those locations over an evolving timeframe, said Joseph Bona, president of CBX’s retail division.

Bona noted that the resulting design stresses “quick and convenient,” while also conveying a contemporary and warm feel. The exterior incorporates an angular canopy over the forecourt, combining industrial metal with brick and floor-to-ceiling glazing. “The effect is at once modern and dynamic,” Bona explained. “And the store’s curved streetfront elevation allows the interior to project through to the street, drawing attention inside to the colorful and light-filled space.” Overhead, translucent acrylic ceiling panels in the main sales area create a reflective surface, amplifying the illusion of height and brightness.

In the foodservice area, the CBX design team featured elements tailored for the local market. “We wanted guests to view Listo! as a destination for food and beverages while projecting an ‘authentic’ food experience,” Bona said. Warm wood floors highlight foodservice seating and the wine department, while hues of soft ochre and cappuccino used throughout the prepared food area create a warm and appetizing shopping experience. Overhead, darker ceiling panels used over the seating area and service counters help create an intimacy not found in typical c-stores. Playful food icons repeated on upper-level fascia in this area reinforce the service offering and create an overall pattern.

Those icons are also found on the grocery side of the store, where customers can grab a cold beverage or other staple items. Here, the palette shifts to a soft azure to help differentiate the planned-purchase section of the store from the prepared-to-go food area.

The Lima unit also features a full-service Banco Credito bank inside, which aids in making Listo! a destination, Bona said, and serves to drive foot traffic. Located at the furthest point from the entrance, the bank’s corner location leads customers through the entire store, thereby exposing them to Listo!’s full range of merchandise.

About PRIMAX

An independent oil and gas marketing company headquartered in Lima, Peru, PRIMAX supplies a network of more than 350 petroleum and convenience retail sites, including its PRIMAX fuel and convenience stores. The company’s retail fuel and convenience stores, along with its commercial fuel business, make it Peru’s fuel market share leader. PRIMAX is a joint venture of Romero Group (Peru’s largest conglomerate, with interests in the agribusiness and banking markets) and ENAP, Chile’s national oil company.

About CBX

CBX 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 TO EDITORS: Additional store photos are available from Parness & Associates

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