



URBAN ENERGY ENTERPRISES

Lubricants

Through Urban Energy's strategic alliance with The McPherson Companies, we are able to provide the following information for our customers.

McPherson is proud of its reputation as the largest lubricant distributor in the Southeast. We distribute lubricants to the industrial, commercial and passenger vehicle industries. With our numerous distribution centers located throughout the Southeast and our dedicated fleet of trucks, we offer our customers multiple delivery options which includes scheduled, per order or emergency deliveries. Our customers benefit from our relationships with multiple suppliers. Because of our commitment to service, we are establishing strong relationships with the majority of the major oil companies. Being "multi-branded" provides our customers with multiple options for their business needs. We feature products from BP/Castrol, CononcoPhillips and ExxonMobil. In addition to the major oil company brands, we offer a private label Proteck line of lubricants. With our experience and knowledge, we can provide our customers with an independent assessment and recommendation of value added solutions for their lubricant needs.

Passenger Vehicle Lubricants ("PVL")

We are proud to be the distributor for the following automotive "OEM" products in our marketplace:

General Motors
Toyota
Honda
Acura
Mercedes
Volvo

MOPAR
Jaguar
Saab
Volkswagen
Audi
BMW

In addition to our OEM relationships, we have extensive experience with lubricant distribution to automotive repair and maintenance businesses. With our scheduled delivery services, proactive tank monitoring and innovative equipment solutions, we are uniquely equipped to support the automotive industry as a complete supplier of lubricant needs.

Commercial Vehicle Lubricants ("CVL")

Our CVL business supports both the on-road and off-road segments of the commercial lubricant market. Our on-road business is focused on customers with commercial fleets from one unit to hundreds of units. Our off-road business supports customers with large off-road equipment fleets which would include road building, excavation, general construction, concrete, mining and quarry companies. With our extensive experience serving the commercial markets, we can provide our customers with innovative solutions to their commercial lubricant needs. Our commercial lubricant solutions include the following:

- * Storage and handling
- * Lab and usage trend analysis
- * Equipment inspections
- * Equipment sales, installation and maintenance

We can distribute OEM lubricants for the following brands: Caterpillar, Volvo, Detroit Diesel



URBAN ENERGY ENTERPRISES

Industrial Lubricants

UE² seeks to provide value added products and services to industrial customers. Our potential industrial customer base includes the following industries:

Pulp and Paper
Steel
Pipe
General Manufacturing
Plastics

Automotive
Mining, Quarry
Power Generation
Chemical
Natural Gas

In addition to quality products, we provide numerous product support programs to our industrial customers through global commodity analytics and hedging/risk management services.

Lubricant Services

We know that we must offer more than just products to meet the needs of our lubricant customers. Our deliveries, our customer service, our quality and our employees must also meet and exceed your expectations. We are continually reviewing our processes and our employees to insure that they are providing the highest level of service to our customers. Our goal is to be perfect 100% of the time. We know that being perfect 100% of the time is challenging, but that remains our goal.

In support of our lubricants products, we provide our customers with these additional value added services.

- * Multiple product and brand options
- * Repackaging of bulk products to totes, drums, pails
- * Dedicated delivery trucks
- * Quality assurance programs designed to eliminate spills and contamination
- * Personalized inventory at our multiple distribution facilities
- * Standard delivery times - within 48 hours for bulk and 72 hours for packaged product
- * Equipment sales and service
- * Equipment financing
- * Remote tank monitoring
- * After hours emergency deliveries
- * Oil analysis
- * Lubricant training
- * Engineering services

Visit www.urbanenergy.org for more information or email rpierce@urbanenergy.org.

Urban Energy is a strategic partner of:



THE McPHERSON COMPANIES

