



PRESS RELEASE
FOR IMMEDIATE RELEASE

CIRCLE K DEBUTS FIRST NATIONAL FUEL ADVERTISING CAMPAIGN IN U.S.

*"Fueled by Circle K" Focuses on Quality Fuel You Can Trust
and the Communities We Serve*

CHARLOTTE, N.C. – December 5, 2022 – Circle K, a global leader in convenience and mobility, today announces its first-ever U.S. nationwide advertising campaign, "Fueled by Circle K." Taking place over the next year, the campaign focuses on Circle K fuel, which is now available in over half of its 7,000 U.S. locations. The campaign underscores Circle K's mission to make customers' lives a little easier every day, highlighting fuel they can trust as yet another way the brand serves the communities where it operates.

The campaign will run primarily on digital streaming and social media channels, taking a customer-centric creative approach in the four-part ad series that showcases different customers, their fueling experiences and how Circle K has everything they need for their journey.

Launched on December 2, the [first ad of the year-long campaign](#) is holiday-themed, featuring actual Circle K employees alongside a variety of Circle K customer personalities, from delivery drivers to Santa's helpers. The ad also features user-generated content from actual Circle K customers, and an original festive jingle to get customers in the holiday spirit.

"With the continued growth of Circle K in the U.S. and the expansion of Circle K Fuel reaching close to 4,000 stores by mid next year, now is the right time to introduce our first national fuel campaign," explains Melissa Lessard, Head of North American Marketing. "As a major milestone for our brand, we want the 'Fueled by Circle K' campaign to celebrate our valued customers and show how they can trust the quality of Circle K fuel to support them on their journeys as well as enjoy so many customer favorites in store."

To continue showcasing real customers throughout the campaign, Circle K fans are invited to share how Circle K is part of their life for a chance to be featured in future ads or social media posts, plus the opportunity to win fun prizes. To enter, customers can post to social media using #MyCircleK or upload their photos and videos directly to the [My Circle K](#) website.

View the first ad, "Holiday," on [YouTube](#). For more information on Circle K, Circle K Fuel, and to find a nearby location, visit [circlek.com](#).

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About Circle K and Alimentation Couche-Tard Inc.

Couche-Tard is a global leader in convenience and fuel retail, operating in 24 countries and territories, with close to 14,300 stores, of which approximately 10,900 offer road transportation fuel. With its well-known Couche-Tard and Circle K banners, it is one of the largest independent convenience store operators in the United States and it is a leader in the convenience store industry and road transportation fuel retail in Canada, Scandinavia, the Baltics, as well as in Ireland. It also has an important presence in Poland and Hong Kong SAR. Approximately 122,000 people are employed throughout its network.

For more information on Alimentation Couche-Tard Inc. or to consult its annual Consolidated Financial Statements and Management Discussion and Analysis, please visit: <https://corpo.couche-tard.com>.