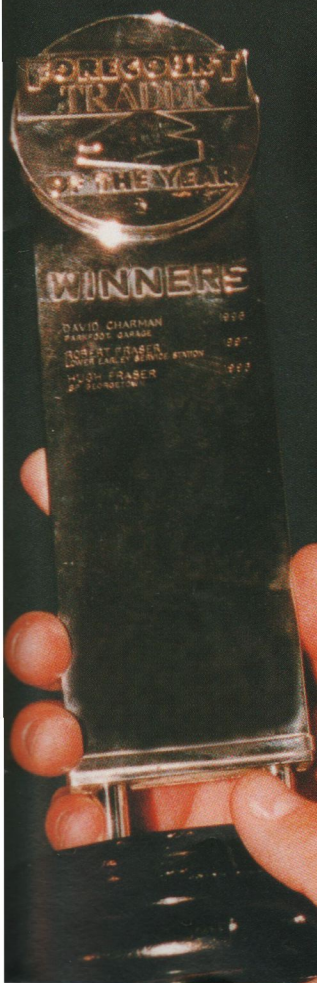


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# **55% OF THE RESPONDENTS IN A SURVEY OF OVER 1,500 SHELL RETAILERS SAY THAT "SHELL UK OPERATES IN AN UNETHICAL MANNER"**

In connection with our interest in the ethical conduct of Shell UK, we asked over 1,500 Shell UK retailers: "Which option, A or B, most accurately describes your experience of Shell UK's business practices". 45% voted for option A - "Shell UK operates in an honest, open and ethical manner." 55% voted for option B - "Shell UK operates in an unethical manner." All responses were opened and authenticated by an independent solicitor who has supplied an Affidavit confirming the results.

**We challenge Shell UK to commission and publish the results of independent research asking the same question and offering respondents GUARANTEED anonymity**

Survey conducted in August 1998 by Don Marketing UK Limited  
St Andrews Castle, 33 St Andrews Street South, Bury St Edmunds,  
Suffolk IP33 3PH Tel: 01284 386016 Fax: 01284 388308

**For more information see [www.don-marketing.com](http://www.don-marketing.com)**