

FOR IMMEDIATE RELEASE

**BP TEAMS UP WITH OLYMPIC SWIMMER DARA TORRES TO ASK AMERICA,
'HOW DO YOU RUN YOUNGER FOR LONGER?'**

Contest to award more than \$50,000 in BP gasoline and chance to meet 12-time Olympic Medalist

WARRENVILLE, IL (July 1, 2009) – Today, BP Products North America Inc. announced that it will team up with Olympic swimmer Dara Torres in the launch of a new consumer contest, the [BP Younger for Longer® Challenge](#), a nationwide search for inspiring stories of how Americans maintain their youth and vitality.

The contest will support BP's continued rollout of BP gasoline with Invigorate®, an improved fuel that with continuous use can clean vital engine parts and help vehicles run younger for longer.

According to a recent survey*, today's drivers are seeking to recapture youth and vitality in their vehicles much like they are in their own lives. In fact, 78 percent of drivers are planning to keep their current vehicle longer than they had originally expected in light of the current economic conditions. In comparison, 88 percent of those surveyed agreed that it is important to prolong their own youth.

"The concept of running younger for longer is relevant to our lives in many ways today, whether it's how you take care of your car or how you maintain the youthfulness of your mind and body," Torres said. "With the launch of BP gasoline with Invigorate, BP and I are searching for compelling stories of how Americans relate to this message, and we'll reward 21 lucky entrants!"

Starting today, participants can enter the [BP Younger for Longer Challenge](#) by logging on to [bpinvigorate.com](#) and submitting a 300-word written entry explaining how they personify the younger for longer benefits of BP gasoline with Invigorate.

Torres and a select BP judging panel will choose 20 of the top entrants to receive a first place prize of BP gas for a year, valued at more than \$2,000¹. And, one lucky grand prize winner will be awarded \$10,000 in BP gasoline, plus a trip to meet the athlete who truly embodies running younger for longer, 42-year-old Olympian Dara Torres.

BP will announce the winners in December and feature their stories on a special section of [bpinvigorate.com](#). Further contest entry details and rules are available by logging onto the site, or visiting a local BP station.

The announcement of this contest coincides with BP's introduction of BP gasoline with Invigorate to more than 50 U.S. markets, where stations will carry the product, available in all three grades of unleaded gasoline. When used in a vehicle with a dirty engine, BP gasoline with Invigorate can contribute to improvements in driveability such as less hesitation, smoother acceleration, reduced exhaust emissions and improved fuel economy.

"Consumers today are looking for high quality products that provide tangible benefits and value back," said Linda Bartman, BP Fuels Marketing Communications Director. "In 2008, we launched BP gasoline with Invigorate in half of our U.S. network, giving consumers what they want in the form of better vehicle performance and restored mileage. As we launch the rest of our network, we're excited to partner with Dara Torres and provide consumers with a new and fun way to learn about the benefits of BP gasoline with Invigorate."

¹ Gas for a Year awarded as \$2,080 in BP gift cards.

Torres will be the face of the new contest, and will participate in other marketing activities on behalf of BP's Team Invigorate, a team of inspirational athletes who personify the younger for longer brand message. The group of athletes also includes professional surfer, Ryan Helm and marathon runner, Linda Quirk.

For more information about BP gasoline with Invigorate, the [BP Younger for Longer Challenge](#), or BP's Team Invigorate, visit bpinvigorate.com.

About BP

BP markets more than 15 billion gallons of gasoline every year to U.S. consumers through more than 12,000 BP and ARCO branded retail outlets and supplies more than four billion gallons of fuel annually to fleets, industrial users, auto and truck manufacturers, railroads and utilities.

BP is the single, global brand formed by the combination of the former British Petroleum, Amoco Corporation, Atlantic Richfield (ARCO) and Burmah Castrol. BP is a global producer, manufacturer and marketer of oil, gas, chemicals and renewable energy solutions.

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** The survey interviewed 1,519 adults ages 18 and older living in the United States, who own or regularly drive a car for which they are responsible for its fueling and maintenance. The survey was conducted during a three-day period starting April 13, 2009 by Richard Day Research. The margin of error is +/- 2.5 percent at the 95 percent confidence level.*