

FOR IMMEDIATE RELEASE

A WINNING COMBINATION: BP JOINS FORCES WITH FIVE-TIME OLYMPIAN DARA TORRES

41-Year-Old Pro Swimmer Inspires Americans to Live “Younger for Longer” through National Launch of BP Gasoline with Invigorate®

WARRENVILLE, IL (February 17, 2009) – Today, BP Products North America enlisted five-time Olympian, Dara Torres, to help raise awareness of BP gasoline with Invigorate. BP gasoline with Invigorate cleans and protects and helps your car run younger for longer®.

As part of the company’s largest product launch to date, BP approached Torres to be the newest face of its incredible athletic team, “Team Invigorate,” to inspire others to live “younger for longer” in support of the product promise behind BP gasoline with Invigorate.

“I’m very excited to be working with BP this year,” Torres commented. “I’m proud to support a brand that stands for quality products and promotes their product in a unique way by inspiring their consumers to live a ‘younger for longer’ lifestyle. This is the attitude I’ve used throughout my life and swimming career. ”

Defying the odds at the age of 41, Torres won three silver medals at the 2008 Beijing Olympic Games, truly embodying what it means to live “younger for longer.” Competing against women half her age, Torres knows the winning combination of health and wellness. As one of the most accomplished swimmers in history, Torres’ amazing story will bring BP gasoline with Invigorate into the national spotlight by telling her story alongside fellow Team Invigorate athletes, surfer Ryan Helm, marathoner Linda Quirk and mountain climber Wendy Booker.

“We’re thrilled to have Dara Torres join the team as the national face of BP gasoline with Invigorate,” stated Linda Bartman, Marketing Communications Manager. “As a world renowned athlete, Dara’s inspiring ‘younger for longer’ story will help consumers make a relatable connection to the brand, bringing the lifestyle campaign and benefits of the product to life for a whole new audience.”

To educate consumers on the benefits of BP gasoline with Invigorate, BP continues its lifestyle approach of establishing message relevance by comparing human health and wellness to vehicle health and wellness. “We are seeing consumers holding on to their vehicles for a longer period of time,” explained Kevin Phelan, Senior Vice President of Fuels Marketing & Cards for BP. “There is a need to educate consumers on how to drive more efficiently which means tips on tire pressure, maintenance schedules, fluid levels, and knowing that the type of fuel you use does make a difference in how your vehicle will perform. Similar to your body, eating right, or in the case of a car, putting quality fuel in the tank of a new or old car, does pay off in the long-run. Dara will help us educate consumers on the benefits of BP gasoline with Invigorate in a very relatable way.”

Torres and fellow Team Invigorate athletes will communicate the BP gasoline with Invigorate message through a variety of mediums including print, TV, radio and digital media. The complete roll-out of BP gasoline with Invigorate will also consist of new and refreshed site treatment along with a robust marketing plan.

BP introduced BP gasoline with Invigorate in all three grades – Regular, Mid-Grade and Amoco Ultimate – to consumers in 2008. Since the launch, BP’s marketing campaign delivered more

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than 1 billion media impressions. As a result, brand awareness and recall of the product benefits have increased significantly. Brand tracking data shows there has been a significant increase in consumer perception of the quality of BP fuel.

BP will complete the launch of the product by July 2009.

About BP

BP markets more than 15 billions 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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