



PRESS RELEASE

OMV and Alvern Media knit campaign for Winter Diesel

2,000 OMV MaxxMotion FillBoards™ – pump nozzle advertisements – advertise Premium Diesel for temperatures as low as -35°C

Hamburg, February 21, 2012. It's the same thing every winter: Hundreds of ADAC (German Automobile Association) staff are deployed to help people whose cars won't start due to low temperatures. With temperatures of almost -20 degrees Celsius in Austria and Germany at the moment, it is important that drivers take care to properly prepare their cars. The Austrian oil company OMV and Alvern Media, specialists for advertising at petrol stations, have therefore started a campaign for OMV MaxxMotion Diesel, using 2,000 FillBoards™ at approx. 400 German and Austrian petrol stations. The advertising motif is a piece of wool which is to hint at the perfect protection provided by the fuel up to -35 degrees Celsius.

Harald Joichi, Head of OMV petrol station operations in Austria and Germany, explains: "Using the OMV MaxxMotion Diesel makes for great driving all year round but there is no doubt about it – winter is the best time for it. It is important that our customers know our portfolio. Since they usually make their decision on which fuel to get right at the pump, it is only logical to place the advertisements here."

Sven Wucherpfennig, Managing Partner Alvern Media GmbH, on the topic: "Advertisements on the pump nozzles are especially noticeable while filling the tank. A creative motif and the right occasion – as it is here – guarantee an increase in turnover."

40 million drivers in Germany make regular stops at petrol stations. At an overall number of 160 million fill-ups this type of advertising reaches every second German citizen at an average of four times per month.

MaxxMotion has been representing maximum performance at simultaneously reduced consumption ever since the spring of 2011: High-performance additives protect the motor from corrosion and deposits; a higher cetane number improves the quality of the combustion process. OMV MaxxMotion Diesel also possesses excellent winter properties. That means secure starting and optimal operation during the winter at temperatures as low as -35°C (according to CFPP Standard in compliance with EN590).

Pictures available on request at rossner@rossner-relations.de.

The pictures are free of cost for editorial use. Please include the picture credit "Alvern Media".

Alvern Media GmbH

Alvern has been an established provider of innovative advertising at petrol stations since 1997. The Alvern Media GmbH has patented the Fillboard™ advertisements on petrol pumps as an outdoor medium in 43 countries all across Europe. Moreover, they introduced DoorMedia™ (door graphics) in Germany. Alvern has a portfolio of more than 240,000 advertisement spaces on the German and Austrian markets; this number increases to 560,000 when counting the total number of advertising spaces in all of Europe. More than 9,500 German petrol stations have been supplied with FillBoards™. This equals 76 percent of the pump volume. Also, approximately 2,000 stations operated by different oil companies can be supplied with DoorMedia™. Alvern is a member of the Ambient Media trade association. Following an independent assessment in 2011, the Ambient Media specialists were once again awarded the FAM Qualitätssiegel in 2012. More on Alvern Media can be found at www.alvern.de.

OMV Deutschland GmbH

OMV Deutschland is the leading crude oil and natural gas company in Bavaria. They are active in fields of refinery, commercial business and petrol station operations. Currently OMV Deutschland owns approximately 320 petrol stations, 250 of which are in Bavaria. This represents a market share of more than 10%. Additional stations are located in Baden-Württemberg and Hessen.

OMV is market leader in Bavaria in the field of commercial business, holding a market share of 30%. The OMV Tanklager Feldkirchen (fuel depot Feldkirchen), which is operated by OMV on behalf of the Erdölbevorratungsverbands (EBV), has guaranteed the security of supply with diesel and heating oil for the greater Munich area ever since the beginning of the 70s. Providing kerosene from their refinery in Burghausen via a direct pipeline, the fuel depot is the main supplier of the Munich airport.

In 2003, OMV increased its share of the Trans Alpine Pipeline to 25% and acquired 45% of Bayernoil Raffinerie GmbH. With refineries in Burghausen, Neustadt and Vohburg and an annual processing capacity of 8.2 million tonnes, OMV possesses over 42% of Bavaria's refining capacity. This makes OMV the most important provider of mineral oil products in South Germany and fulfils about 10% of the entire chemical industry's needs for oil derivatives in Germany.

OMV Limited (Aktiengesellschaft)

With Group sales of EUR 23.32 billion and a workforce of 31,398 in 2010, OMV Aktiengesellschaft is one of Austria's largest listed industrial companies. In the field of Exploration & Production, OMV is active in the two core countries of Romania and Austria and holds a balanced international portfolio. OMV's proven crude oil and natural gas reserves totalled approximately 1.15 billion boe as of year end 2010; daily production amounted to approximately 287,000 boe in 1-9/2011. In Refining and Marketing, OMV has an annual refining capacity of 22.3 million tonnes and at the end of September 2011 had over 4,700 petrol stations in 13 countries including Turkey. In Gas and Power, OMV sold approximately 18 bcm gas in 2010. OMV transported a marketed capacity of approximately 89 bcm through its 2,000 km long gas pipeline network in Austria in 2010. With an approximate annual trading volume of 23 bcm, OMV's Central European Gas Hub is one of the most important gas hubs in Continental Europe. OMV further strengthened its leading position with its acquisition of 97% of Petrol Ofisi, Turkey's leading petrol company in retail and commercial business.

Sustainability

OMV is a signatory to the UN Global Compact and is an active supporter of the values contained in its Code of Conduct. This includes a strong sense of responsibility towards the social and natural environment, especially in economically sensitive regions.

OMV continuously addresses economic, environmental and social issues related to its business in a responsible manner. The Company regularly reports on its activities in a sustainability report (which is published at the same time as the annual report) in accordance with the Global Reporting Initiative Guidelines.

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