

EdgePetrol Welcome's First U.S. Based Customer with Hough Petroleum

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EWING, N.J. – EdgePetrol has announced its first customer in its U.S. expansion with Hough Petroleum, a multi-branded fuel & energy distributor based in New Jersey. Following work with multiple oil majors in the United Kingdom, EdgePetrol formed an alliance with industry advisory company Petroleum Equity Group (PEG), to bring their solution to U.S. gasoline retailers.

EdgePetrol, a London-based petroleum pricing software company provides a web-based application which allows fuel retailers to make enhanced business decisions in real-time. By securely connecting to point-of-sale transaction data, cost of goods and competitor pricing, the app displays current weighted and blended margins, volumes and profits, providing retailers with the critical data they need to improve profitability.

Hough's Vice President, Business Strategy & General Counsel, Gregory Hough, commented, "EdgePetrol's pricing software will provide value to our business, helping us to optimize our pricing strategy. The platform's unique capabilities will enhance our real-time data to make accurate analytical business decisions."

EdgePetrol's Chief Revenue Office, Mark Truman commented, "Securing Hough as our first US customer is momentous for EdgePetrol. Over the next year we will work closely with Gregory and the team to help them adapt their pricing strategy, so that they can fully utilize the real-time, accurate data they will now have at their fingertips."

Ken Shriber, Managing Director and CEO of Chappaqua, N.Y. – based Petroleum Equity Group, said "Hough and EdgePetrol are an excellent fit and the roll out of Edge's pricing software to 15 of their retail sites marks the start of an exciting and dynamic time for gas retailers across the US."

Hough Petroleum, headquartered in Ewing, NJ, is a leading petroleum products distributor of BP, CITGO, Gulf, Shell, and Sinclair along with providing petroleum-related services and equipment with operations in New

Jersey, Pennsylvania, New York, and Delaware. It supplies gasoline and diesel fuel products, lubricants, commercial fuel, DEF, and Mighty Auto Parts to over 1,000 businesses, gas stations, and municipalities.

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