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## **Dresser Wayne Teams up with Petrobras to Showcase Ethanol and Biodiesel Refueling Technologies at the 10<sup>th</sup> Annual Michelin Challenge Bibendum Event**

*Earth friendly forecourt exhibit featured Global Vista eco-fuel dispensers*

**Rio de Janeiro, Brazil (June 23, 2010)** - Dresser Wayne ([www.DresserWayne.com](http://www.DresserWayne.com)), a global innovator of fuel dispensers and technologies, partnered with Brazilian integrated energy company, Petrobras, to showcase Dresser Wayne Global Vista™ eco-fuel dispensers at the 10<sup>th</sup> annual Michelin Challenge Bibendum event. During the show held in Rio de Janeiro earlier this month, Petrobras exhibited an environmentally conscious forecourt that included E100 grade ethanol and biodiesel in addition to traditional gasoline and diesel fuels.

The Petrobras forecourt featured Dresser Wayne Global Vista dispensers to demonstrate how fuel retailers can offer more eco-friendly fuels while increasing revenue. "Dresser Wayne's commitment to alternative fuels is evident in the Global Vista dispenser's design. It is made with materials optimized for ethanol and biodiesel. Plus, it is easy for customers to use, and its attractive bezel provides ample space to display messaging about the advantages of green fuel," Paulo da Luz, manager of Technology and CNG Networks for Petrobras said.

Another attractive feature of the Global Vista dispenser is its integrated digital media display screen. The screen enables retailers to earn additional revenue through advertising partnerships and compelling content provided by leading Latin American out-of-home digital media company, Elemidia. "According to our research, C-store customers are among the highest impulse buyers," says Felipe Forjaz, president of Elemidia. "Advertising on the forecourt not only helps retailers increase C-store sales, but also opens an opportunity to earn revenue from it."

Combining Dresser Wayne's commitment to earth-friendly fueling technology with Petrobras' focus on eco-efficiency, the two companies are working together to meet the growing demand for green energy. "The Challenge Bibendum event was the perfect forum to share Petrobras' exciting developments in eco-friendly fuels and energy efficient fuel sites," explained Cristian Bazaga, manager of International Dispenser Marketing for Dresser Wayne, "Petrobras is aggressively investing in alternative-fuel research and exploring ways to reduce environmental impact at their retail sites. The forecourt display at the event provided a glimpse into some of the many ways Petrobras is helping to protect the environment."

Exploring groundbreaking concepts in sustainable road mobility, the Challenge Bibendum event drew thousands of companies, scientists, thought-leaders and media representatives from around the world. In a testament to the international significance of the event and the green initiative it promotes, Brazil President Luiz Inácio Lula da Silva opened the event with remarks about the importance of alternative

energy. This year, the show highlighted many advances in alternative-fuel-powered vehicles as well as new earth-friendly fuel-processing and refueling technologies.

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### **About Dresser Inc.**

Dresser, Inc. is a global leader in providing highly-engineered infrastructure products for the global energy industry. Leading brand names within the Dresser portfolio include Dresser Wayne® retail fueling systems, Waukesha® natural gas-fired engines, Masoneilan® control valves, Consolidated® pressure relief valves, and ROOTS® blowers and rotary gas meters. The company has manufacturing and customer service facilities strategically located worldwide and a sales presence in more than 150 countries. [www.dresser.com](http://www.dresser.com)

### **About Dresser Wayne**

Dresser Wayne is one of the largest business units of Dresser, Inc. and a global leader in the design, manufacture, and servicing of fueling forecourt solutions where reliability and uptime are critical. Dispensers, payment platforms, control systems, and technology from Dresser Wayne play an essential role in traditional and alternative fueling sites around the world. Dresser Wayne is ISO14001 certified. [www.DresserWayne.com](http://www.DresserWayne.com)

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