

Love's Selects Blue1USA as DEF Mini-Bulk System Provider

Oklahoma City, OK – July 8, 2010 – Love's Travel Stops announced today that they have begun installing Diesel Exhaust Fluid (DEF) storage and dispensing systems at their fuel islands across the country.

"We have evaluated a variety of DEF systems over the last two years and found Blue1USA to have the best equipment that meets the needs of our customers. These systems allow us to purchase DEF in larger volumes at a significantly reduced price. We then pass that savings on to our customers. In response to our customer's growing demand, we will be adding these bulk dispensing systems at key locations within our network on a regular schedule moving forward", states Terry Ross, Vice President, Construction & Environmental Services, for Love's.



Diesel Exhaust Fluid (DEF) is one of the key elements in the SCR process. It is a nontoxic solution of 67.5% purified water and 32.5% urea. When injected into a diesel vehicle's exhaust the DEF helps convert harmful NOx emissions into harmless nitrogen and water. DEF is stable, colorless, odorless, and meets accepted international standards for purity and composition.

About Love's Travel Stops & Country Stores

Founded in 1964, Love's Travel Stops is headquartered in Oklahoma City, OK. With more than 200 locations in over 30 states, Love's is currently ranked No. 15 on Forbes Magazine's annual listing of America's largest privately held companies. From the very first filling station, the Love's commitment has remained the same: "Clean Places, Friendly Faces."

About Blue1USA

Blue1USA is a fully integrated manufacturer and distributor of DEF Storage and Dispensing Systems. These DEF mini-bulk systems are already in use in more than twenty countries around the world today. Blue1USA is headquartered in Duluth, GA, with manufacturing facilities in North Little Rock, AR. More information about their DEF products, services and distributor network can be found at: www.blue1usa.com.

For more information please contact:

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