



Stripes LLC Backgrounder

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Susser Holdings: The Early Years

Stripes LLC, the retail operating division of Susser Holdings Corporation (NASDAQ: SUSS), with roots dating back to 1938, started with two service stations in Corpus Christi, Texas. The early addition of a tanker truck and entry into the wholesale fuel delivery business led to the formation of the Susser Holdings of today.

By the 1960s, family traditions were already forming as the founding couple, Sam and Minna Susser, welcomed their two sons, Sam J. Susser and Jerry Susser, to the family business. The brotherly duo were true entrepreneurs involved in numerous industries. Together they grew the motor fuel business substantially and changed the retail fuel industry, with the invention of the now universally popular *pay-at-the-pump* technology.

Stripes: Consumer Convenience

Through the 1980s and 1990s, the company continued its steady growth in both the retail and wholesale fuel business. The company rapidly expanded its retail chain by joining the ranks of convenience store licensees and acquiring 53 7-Eleven and 105 Circle K locations throughout Texas and Oklahoma.

Continuing its strategic growth through acquisition and developing its own bigger-box retailing concept, by 2006 the Susser organization and its investors operated 325 convenience stores under the Circle K licensed brand. Then later that year, believing the business had reached a point where it would grow and prosper under its own brand, Stripes® convenience stores were born. According to a 2011 Convenience Store News report, Stripes is now the 11th largest company operated convenience store retail chain in the United States.

Determined to deliver convenience in a fast, friendly and fun environment to hard-working men and women who have no time or money to waste, Stripes stores can be found at more than 540 locations in Texas, New Mexico and Oklahoma.

One of Stripes' most popular offerings is its proprietary in-store restaurant concept, the Laredo Taco Company. Laredo Taco Company tacos are hand-made and filled with freshly-grilled ingredients, making it a go-to favorite for those wanting made-from-scratch delicious food in a hurry at a great price.

Stripes: Great Community Partner

Stripes is an active community member focusing on helping kids lead healthier, happier lives. From in-store partnerships with national charities like Children's Miracle Network, March of Dimes, 4-H, the South Texas Academic Rising Stars and the United Way, to monetary donations and volunteer work at local hospitals and educational entities, Stripes continues to find ways to invest in the communities it serves.

Since 2007, Stripes has donated more than \$6 million to hospitals, schools and other community programs. The chain has been recognized as one of the industry's leading fundraisers, earning *Convenience Store News'* Grand Spirit Award for Community Outreach in 2009.

Today, with the help of more than 7,500 team members, Stripes convenience store teams deliver convenience with passion. It's an attitude that's reflected in every employee, in every store and it's the reason the company's slogans – *It's Go Time* and *Con Ganas* – are more than just a catchy collection of words. They're an honest reflection of the unwavering spirit that makes Stripes, Stripes.