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**FOR IMMEDIATE RELEASE**

#### **RICKER'S LAUNCHES 'REPLENISH', A REDUCED EMISSIONS PROGRAM**

*Ricker's and GreenPrint Partner to Introduce 'Ricker's Replenish' in Indianapolis Metro*

**ANDERSON, I.N.** (May 6, 2016) – Starting today, Indianapolis Metro residents can easily reduce their carbon footprint, plant trees, and lessen their impact on the environment by pumping gas at Ricker's. In partnership with the Arbor Day Foundation and Keep Indianapolis Beautiful, Ricker's and GreenPrint LLC, are launching [Ricker's Replenish](#), a reduced emissions program at its Indianapolis metro stores. The sustainability program is now available at 506 pumps across 32 Ricker's locations in Indiana. To kick things off, Ricker's Replenish has planted 1,000 trees with the Arbor Day Foundation and kicked off Keep Indianapolis Beautiful's first project to protect a 300-year-old tree in the Springdale Neighborhood in Indianapolis last weekend.

Ricker's Replenish is a new program that reduces carbon emissions in a sustainable way and counteracts the negative effects emissions have on the atmosphere, climate and way of living. As of today, Ricker's customers can automatically offset harmful emissions by pumping the same high-quality Ricker's gasoline at no additional cost or effort. Every time someone pumps any grade of fuel at Ricker's, the Replenish program will calculate their vehicle's tailpipe emissions and invest in projects that remove carbon out of the atmosphere and puts oxygen back in. These types of projects include planting trees, forest preservation, solar power development, wind power development and more.

"Anderson and Indianapolis is where our company roots are and is home to our employees and customers. We couldn't be happier to be able to offer such a unique program, solely dedicated to creating a positive impact on our community and environment," said Quinn Ricker, President and CEO of Ricker's.

Ricker's Replenish has plans to plant over 10,000 trees with the Arbor Day Foundation through projects surrounding Indianapolis this year. Ricker's will also contribute and host various community tree-planting projects with Keep Indianapolis Beautiful.

"The Ricker's team are fantastic people and they have a very strong commitment to their employees, customers and community. We are proud and happy to join them in their efforts," stated Pete Davis, Founder and CEO of GreenPrint. "As Ricker's continues to drive innovation and thought leadership in the convenience store industry, we are excited to stand alongside them as we work to deliver positive change."

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#### **About Ricker's**

Headquartered in Anderson, Ricker's mission is to be the upscale convenience store of choice in Indiana. Ricker's was founded in 1979 by Jay and Nancy Ricker in Middletown, Indiana. Ten years later, they purchased the company's first convenience store. Since its inception, Ricker's has grown to include more than 56 high-end convenience stores, which employ more than 800 Hoosiers. Ricker's prides itself on clean stores, a friendly environment and staff, and its famous "RickerPop" fountain drinks.

#### **About GreenPrint**

Headquartered in Atlanta, GreenPrint is the world's leading innovator of carbon neutral fuel solutions. GreenPrint enables consumers to drive their cars, heat their homes, and live their everyday lives without leaving a carbon footprint. The company's patent-pending solutions also provide municipal and commercial fleet managers and petroleum retailers the ability to build goodwill, enhance brand loyalty, and increase market share.

For more information visit <http://www.GreenPrintCorp.com>.

#### **About Keep Indianapolis Beautiful, Inc. (KIB)**

Keep Indianapolis Beautiful, Inc. is a private, nonprofit organization with a mission to engage diverse communities to create vibrant public places, helping people and nature thrive. In 2015, KIB worked with more than 20,000 volunteers on over 800 community projects. To learn more, visit [www.kibi.org](http://www.kibi.org), or follow us on Twitter @kibiorg and like us on Facebook @kibiorg.