



## **GREENTRAKS FORMS RESELLER LEADERSHIP COUNCIL – JOINED BY FOUR LEADING PETROLEUM JOBBERS**

### **GREENTRAKS ENERGY MANAGEMENT AND MARKETING SERVICES HELP DRIVE NEW REVENUE AND ENHANCE BRAND IDENTITY WITHIN ITS RESELLER NETWORK**

**Marysville, CA September 5, 2013** – GreenTraks announced at the 2013 Pacific Oil Conference “The Western Summit” in Los Angeles, CA that Western States Oil, Rinehart Oil, Hunt & Sons Petroleum, and Lakeview Energy Services have joined the GreenTraks Reseller Leadership Council. All four fuel distribution and marketing companies “Jobbers” are existing GreenTraks Resellers. Their participation in the GreenTraks Reseller Leadership Council demonstrates their commitment toward collaborating with GreenTraks to develop solutions and programs that will increase value to the resellers’ customers through energy-efficiency management tools and a commitment to environmental stewardship. To date, three of the resellers in the council have invested in GreenTraks.

GreenTraks began forming the Reseller Leadership Council back in 2012 with a mission of bringing together key industry leaders interested in collaboratively identifying and introducing new solutions that will enhance and grow business in the petroleum industry. “By collectively driving new energy initiatives and services, Jobber-marketers can differentiate themselves among all other providers in what is considered commodity-based products and services. By reselling subscriptions to the *GreenTraks Energy Manager™* these organizations can transform their businesses into Energy Services companies and generate new revenue streams by providing innovative technology tools to their customers that track energy consumption and identify inefficiencies resulting in cost reductions, and optimization of ongoing performance”, said Ryan Rogers, CEO and Founder of GreenTraks.

The Reseller Leadership Council will also work together in establishing programs which promote brand image. GreenTraks provides its resellers with both sales and marketing resources as well as sustainability materials that help them communicate sustainability accomplishments. The petroleum industry is challenged to address and demonstrate a leadership position in environmental stewardship and social responsibility. GreenTraks solutions can help improve both image and credibility in the industry.

#### **About GreenTraks, Inc.**

Based in California, privately-held GreenTraks emerged from a fuel and petroleum distribution company tracking the energy usage of commercial fleets and bulk fuel. GreenTraks cloud-based energy-efficiency management and reporting suite of subscription-based services includes Energy Tracking, Sustainability Marketing and Advanced Reporting which can be used to track any type of energy source including

electricity, natural gas, water, waste or other customer specific commodities. Through a trusted network of strategic partners, industry vendors and suppliers, GreenTraks guides organizations toward saving money, and growing their business through positive behavior change, promotion of sustainability accomplishments and a commitment toward environmental stewardship. Visit [www.greentraks.com](http://www.greentraks.com) for more information.