



Introducing First-Ever Hess Toy Truck Online Racing Game

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2010 Hess Jet Game Debuts Free on Facebook; iPad/iPhone App Launches Dec. 15

NEW YORK (November 30, 2010) – Hess Corporation is introducing a virtual new chapter to its 46-year-old Hess Toy Truck holiday tradition with the launch of its first-ever interactive game, the Hess Jet Game. Based on the 2010 Hess Toy Truck and Jet, the Hess Jet Game takes the Hess Toy Truck to a whole new level, providing fans with a highly-engaging online gaming experience for free.

"The Hess Jet Game is another way for us to offer consumers extra value, with a free game that's packed with incredible graphics and lets people take the 2010 Hess Jet out for amazing virtual flights and races," Rick Lawlor, vice president of Retail Marketing for Hess Corporation, said. "In 1964, we introduced the Hess Toy Truck as a way to thank customers with a fun, high-quality and affordable toy, and this is the modern-day equivalent."

In conjunction with the launch of the Hess Jet Game, Hess is unveiling a new Hess Express Facebook page (www.facebook.com/HessExpress) for its gasoline-convenience store chain of 1,350+ East Coast locations. The Hess Express Facebook page will house the free Hess Jet Game and provide consumers with other valuable promotions. A free iPhone/iPad app of the game will be available on iTunes starting Dec. 15.

The Hess Jet Game puts players in a virtual pilot seat of the 2010 Hess Jet to perform different stunts and race against their own best time. Players must conquer challenges within each graphically striking scenic course to advance to the next level. Island, Desert and Snow make up the three different courses. Barrel roll, corkscrew, vertical flip and flying sideways are some of the options available for performing tricks.

An enhanced multiplayer function coming in December will allow players to connect and challenge other players in real time. Achievements and challenges can then be posted to users' Facebook Wall. Competing players will be judged on three elements: speed, control, and stunt style. The Hess Jet Game was developed in conjunction with Grey Worldwide.

The Hess Toy Truck has been a holiday tradition since 1964, and is one of the longest running toy brands on the market. As in past years, the truck is sold exclusively at Hess retail stores in 16 East Coast states, while supplies last. For a complete list of Hess Toy Trucks through the years or to find the nearest Hess location, please visit: www.hesstoytruck.com.

Hess Corporation, with headquarters in New York, is a global integrated energy company engaged in the exploration, development, production, purchase, transportation and sale of crude oil and natural gas. The corporation also manufactures, purchases, trades and markets refined petroleum and other energy products. Hess is one of the leading independent gasoline-convenience retailers on the East Coast with more than 1,350 stations and convenience stores in 16 states from Massachusetts to Florida.

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