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Iconic Petroleum Brand, Crown Celebrates 100th Anniversary

Lisle, IL – November 17, 2017 – The year was 1917 – Woodrow Wilson was President of the United States, gasoline was 25 cents per gallon, and the United States had just entered World War I.

During the drought of 1917, on a typically hot day in the outskirts of Houston, Texas, a discouraged but determined drilling crew struck “black gold”. Well Number 3 had finally spouted oil.

Then in 1925, the revenue from the success of Well Number 3 enabled the company to incorporate as Crown Central Petroleum Corporation and the range of products began to grow with the manufacturing of gasoline.

Known as an innovator in the petroleum industry, Crown has been credited with introducing the first licensee program designed to give jobbers and their dealers a wide range of custom alternatives that successfully compete with conventional branding programs.

“At this important time in our company’s history, Crown celebrates the employees, customers, marketers, dealers and licensees that continue to power the success of our company and provide a strong foundation for future,” said Stephen Ruch, President and CEO of Clark Brands, LLC.

In the 100 years since Well Number 3, the Crown name has become an iconic brand with locations serving thousands of people each day in Maryland, Pennsylvania, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, and the District of Columbia.

About Clark Brands, LLC.

Clark Brands, LLC (based in Lisle, Illinois) licenses both the Clark and Crown gasoline brands, and is a trusted petroleum payment processing solution for over 1,000 independent petroleum marketers and retailers from Minnesota to Louisiana, and from Maryland to Arizona.

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