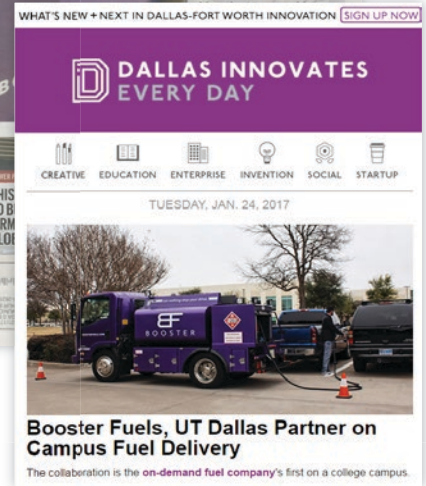


Booster Fuels



Cooksey Communications was engaged by Booster Fuels to help the company launch its innovative fuel-on-demand service in North Texas and to generate additional brand awareness as the company expanded across the region and into the San Francisco Bay area in California. Our public relations efforts included drafting press releases, developing press kit materials, proactively pitching related media stories and coordinating media interviews.

Media outreach on behalf of Booster Fuels was tremendously successful. The brand gained national attention with feature segments on NBC Nightly News and CBS This Morning, along with stories from trade media outlets such as GeekWire.com, Connect Media, and GlobeSt.com. The agency also secured feature stories with *Star-Telegram*, *Dallas Morning News*, *Dallas Business Journal*, *Dallas Innovates*, *Fort Worth Business Press* and *San Francisco Business Times*. Broadcast segments also aired on KRLD-AM, WBAP-AM and KDFW-TV, among others. Cooksey estimates that total audience impressions for the effort exceeded 10 million.

