**Reps will need to reference their Store Notes 1 Section prior to starting the visit to see if they are in an END CAP or NO END CAP location to make sure they are looking at the correct instructions**

**Objective:** Reps will check Walmart stores to see if Mobil 1™ signage is installed and products are on shelf and if they are not, they will locate the POS/products and place them.

**Instructions:** Check in with the Customer Service desk. Explain that you are in-store on behalf of ExxonMobil and News America Marketing to place signage in the automotive section for Mobil 1™. Ask if the Manager of the Sporting/Automotive section is available to speak with. The store should have received one box shown below. It contains 4 blades and 2 shelf strips. It is likely that these boxes are with Auto Care Center or receiving dept. Managers/Personnel were instructed to install, but likely have not done so.

1. Check to see if the POS is up in the Automotive section.
2. If it is up, your job is to ensure that all pieces are up and correctly installed.
   a. VERY IMPORTANT: The materials that were shipped to the store contained the clip centered below to be used for the shelf blades. In most stores, THESE WONT WORK FOR THE BLADES DUE TO THE TYPE OF SHELVING. Your job is to correct and/or place the blades for the first time using these new clips that were shipped directly to you and shown below. (4/store sent to you.)
3. It is very likely that some of the POS may be up, some not, or some not at all. Your job is to follow these instructions to try and locate the boxes if nothing was installed yet and/or to fix what was placed to match these instructions exactly. You will be reporting on all of your findings.
   a. VERY IMPORTANT: The instructions included in the boxes are not correct. PLEASE DISREGARD THOSE
Instructions for Motor Oil In-Aisle Placements

- Locate the Mobil 1™ Annual Protection Motor oil section within the motor oil aisle
- Install one shelf blade at either end of the Mobil 1™ Annual Protection motor oil section, as shown in the photo using the clips that were SENT TO YOU, NOT the ones in the box
- Blade should be installed on the highest shelf available where Mobil 1™ Annual Protection is being sold (in most stores this will be the second shelf down)
- On the same shelf where you installed the 2 blades, install one shelf strip BEHIND the pricing tags and/or “New” Walmart flags in the section as shown in the photo below
- TAKE A PHOTO of the section once complete

Instructions for Oil Filter Section In-Aisle Placements

- Locate the Mobil 1™ Extended performance oil filters section. It’s likely that this will be within the same aisle, opposite the motor oil products.
- Install one shelf blade at either end of the Mobil 1™ Extended performance oil filters section
- Blade should be installed on the highest shelf available where Mobil 1™ Extended Performance oil filters are being sold (in most stores this will be the second shelf down.) If product is sold on the bottom shelf, please install at eye level.
- On the same shelf where you installed the 2 blades, install one shelf strip BEHIND the pricing tags and/or “New” Walmart flags in the section as shown in the photo below halfway between the two blades.
- TAKE A PHOTO of the section once complete
Slide Shelf Strip into plastic sleeve behind price and/or “New” flags

Slide clip onto shelf blade as shown above. Install the shelf blades on either end of the Mobil 1™ Annual Protection section, on the highest shelf where the product is sold.