



Dear BP customer:

In order to provide you with the best products and services, we need your help! You will be providing us with useful and valuable information to help us better serve you.

Please log on to <http://surveys.ipsos-or.com/BPSurvey2B> within the next few days to take a short survey of your opinions. It will take about 20 minutes to complete. Please act quickly – the last day to take the survey is December 8, 2005. However, if we get sufficient responses, we may close the survey earlier.

Please keep this postcard handy while you log on to the survey online, as your User ID and Password are included on the front. This survey should not be taken by anyone else other than yourself.

If you qualify for this survey and complete it, Ipsos Insight will send you a \$10 Amazon.com® gift certificate* as token of our appreciation. The certificate will be emailed to you within 2 weeks of completing the survey to your email id provided by you at the end of the survey.

We are not trying to sell anything. You will NOT be solicited in any way as a result of your participation.

Thank you, in advance, for your cooperation.

Sincerely,

Samir Mardolker

Research Director, Ipsos Insight

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