Q: What's the difference between standard #2 diesel and premium fuel?

A: A premium diesel fuel has a higher cetane number, better lubricity, and injector-cleaning capability versus standard #2 diesel. Cetane measures a fuel's ignition delay. Higher cetane equals a shorter delay and better ignition quality for quicker start-ups and less pollution. Lubricity is friction reduction, which extends the life of the fuel pump and reduces downtime. Detergents keep fuel injectors clean for optimum engine performance.

Q: Are all premium fuels alike?

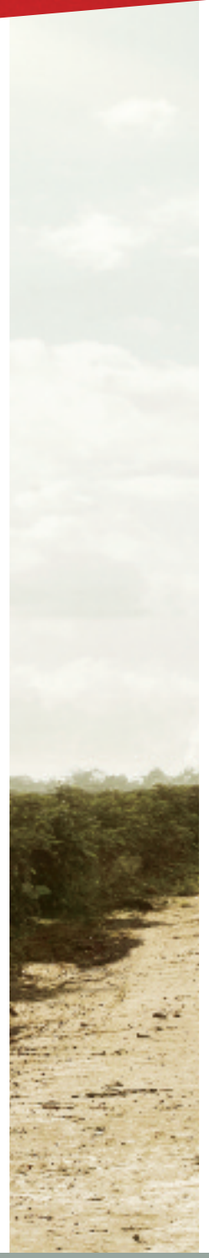
A: No! Both base fuels and additives used to achieve "premium" status can vary widely by supplier. Ruby Fieldmaster® offers a quality base fuel and a complete, balanced, soy-enriched additive package. It's continually researched and tested to ensure the highest quality premium diesel fuel on the market. That's why we can confidently offer our unequaled Total Protection Plan® diesel fuel warranty.

Q: I've been using plain #2 diesel for years, without a problem. Why switch now?

A: Over time, your engine's fuel pump and injectors get dirty – a gradual, hard-to-notice process that reduces both engine performance and fuel economy. Plain #2 fuel contains no additives to reduce wear, extend storage life, or reduce the formation of gum, varnish and corrosion, but Ruby Fieldmaster does. Continued use of Ruby Fieldmaster keeps your fuel system in "like new" operating condition for maximum power and performance.

Q: Why not just buy an over-the-counter additive for my #2 fuel?

A: Many over-the-counter additives just combine alcohol or solvents that offer very limited benefits. Plus, they usually cost you more than Ruby Fieldmaster. Ruby Fieldmaster utilizes a balanced, tested mix of detergent additives, corrosion inhibitors, oxidation stabilizers, anti-wear agents and water demulsifiers. Plus, it's soy-enriched to enhance lubricity!



The Total Protection Plan® Warranty offers Ruby Fieldmaster® users of qualified agricultural equipment:

- Up to 9 years or 9,000 hours of injection pump coverage
- Plus, up to 5 years or 5,000 hours of injector coverage

Use Ruby Fieldmaster combined with specific Cenex® lubricants, and coverage is extended up to 10 years or 10,000 hours of engine, transmission and injection pump coverage, in qualified agricultural equipment.

The Proof is in the Best Warranty Around!

This warranty program is the best of its kind in agriculture, covering a wide variety of new and used agricultural equipment, and offering valuable benefits:

- The longest coverage available.
- No deductible.
- No enrollment fee.
- Transferable.
- No owner "Burden of Proof."

For more information on Ruby Fieldmaster and the Total Protection Plan Warranty, see your local Cenex Ruby Fieldmaster distributor or visit www.cenex.com for the location of a distributor near you.

CENEX
OUR ENERGY COMES THROUGH.®

Cenex® is a brand of CHS

CENEX
RUBY FIELDMASTER®
SOY-ENHANCED PREMIUM DIESEL

THE PROOF IS IN THE PERFORMANCE.

Cenex® Ruby Fieldmaster® has a complete additive package formulated expressly for the rugged demands of agriculture.

Test results prove it! Your agriculture equipment maintains peak power when you fuel your tank with Ruby Fieldmaster® Soy-Enhanced Premium Diesel Fuel. Rigorous independent testing of Ruby Fieldmaster demonstrated a 4.5% increase in power compared to standard #2 diesel fuel.

The Test

To simulate two full years of operation, six tractors - three fueled with Ruby Fieldmaster and three using standard #2 diesel - were each operated nearly continuously for 1,000 hours, pulling 19,000 lb. sleds on a dirt track.

The Results

When the test was over, the three tractors fueled with Ruby Fieldmaster:

- Started quicker
- Provided increased power and fuel economy
- Showed no signs of abnormal wear and tear
- Ran considerably quieter and operated smoother

Ruby Fieldmaster also reduced white smoke during start-up, resulting in fewer emissions and less unburned fuel. That's a difference that translates into real savings in equipment life, maintenance costs, work-time and fuel economy. With Ruby Fieldmaster, the proof is in the performance!

Feature	What is it?	What does it do?	What it means to you?
HIGH CETANE	A measure of diesel engine startability.	• Promotes quicker, more fuel-efficient starts • Helps the engine run smoother • Reduces pollution	• Reduces strain on engines and electrical systems • Promotes longer engine life, less maintenance and reduced downtime
AGGRESSIVE DETERGENTS	Fuel system cleaning additive	• Cleans dirty fuel injectors • Keeps injectors clean for optimum engine performance	• Improves fuel efficiency • Maximizes horsepower • Extends life of fuel pumps and injectors
LUBRICITY COMPONENTS	Soy and other friction-reducing agents	• Provides 10–15% better protection against friction and wear on the fuel pump than standard diesel fuel.	• Reduces downtime and repair costs • Extends life of the fuel pump
DEMULSIFIERS	Additives that force water (from condensation during storage) to the bottom of the tank	• Isolates water for easy removal • Prevents water from going through the fuel system, where it combines with sulfur to form sulfuric acid, which corrodes engine parts	• Easily removes water from storage tank • Saves on injector wear • Replace fuel filters less often • Avoid algae formation in storage tanks
CORROSION INHIBITORS	Corrosion and rust inhibitors	• Prevents corrosion and rust from forming inside the fuel pump	• Saves the cost of rebuilding injection pump • Extends pump life • Reduces downtime and repair costs
STABILIZERS	Agents to prevent formation of gum, varnish and sludge during storage	• Prevents gum and varnish buildup, which can clog filters and collect in the fuel pump and injectors	• Store diesel fuel longer, so you can take advantage of pre-season buying opportunities • Replace fuel filters less often • Less maintenance cost

RUBY FIELDMASTER B2®

2% SOY PREMIUM BIODIESEL FUEL

Biodiesel. It's one of the fastest growing alternative fuels in the country. And it's no wonder. Most often made from the soybeans produced here in the United States, biodiesel provides superior engine protection from a renewable, domestic source.

As America's leading brand for innovative and clean-burning renewable fuels, **Cenex®** is proud to offer **Ruby Fieldmaster B2®** and **Ruby Fieldmaster B5®**—a blend of 2% or 5% soy biodiesel and Ruby Fieldmaster® Premium Diesel Fuel.

Our premium blended fuels keep your equipment in top shape by using a unique formulation of additives and quality base fuel designed specifically for agricultural and construction equipment. In rigorous field tests compared to standard diesel fuel, Ruby Fieldmaster B2 and B5 proved to:

- Reduce Fuel Costs—Advanced detergents provide up to 5% better fuel efficiency.
- Protect Your Engine—10-15% better lubricity than standard #2 diesel reduces wear and maintenance.
- Maximize Power—Enjoy 4.5% more for pulling heavy loads.
- Promote quicker, more fuel efficient starts!

We are confident that Ruby Fieldmaster premium biodiesel blended fuels will keep your equipment in "like new" operating condition for maximum power and performance. For more information, talk with your local Cenex distributor or visit **www.cenex.com.**

CENEX

OUR ENERGY COMES THROUGH.

THE BENEFITS OF SOY BIODIESEL

BETTER FOR YOUR ENGINE

Dramatically improves lubricity.

- Blending 2% or 5% soy biodiesel to diesel can increase lubricity to up to 66%, according to tests by Stanadyne Automotive Corporation.

Extends engine life

- Improved lubricity means reduced engine wear and longer engine life.
- 2% and 5% soy biodiesel blends can be used immediately in diesel engines, without expensive engine modifications and will not void engine warranties.

BETTER FOR THE ENVIRONMENT

Contains no sulfur.

- A 2% or 5% biodiesel blend, such as Ruby Fieldmaster B2 or Ruby Fieldmaster B5 will reduce harmful emissions for cleaner air.

Renewable

- Pure biodiesel is made from domestically produced ag products such as soybeans.

BETTER FOR THE ECONOMY

Supports the ag economy

- One bushel of soybeans can produce 1.5 gallons of biodiesel.
- Most of the current biodiesel supply in the U.S. is made from soybean oil.
- Biodiesel expands the U.S. soybean market, creating more demand for soybeans.

Reduces dependence on foreign oil

- Since biodiesel is made in the U.S., it can help reduce dependence on foreign oil.

RUBY FIELDMASTER B5®
5% SOY PREMIUM BIODIESEL FUEL

RUBY FIELDMASTER B2®
2% SOY PREMIUM BIODIESEL FUEL