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PEI Regulatory & Appeals Commission
5th Floor, Suite 501
National Bank Tower
134 Kent Street
Charlottetown, PE
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Dear IRAC Members,

As the regulatory body governing the construction of new gas stations on PEI ,
I urge the commission to deliberate the following questions concerning D.P. Murphy's proposed
business plan:

Borden already has 3 fuel stops. These well situated retail outlets serve the community with top notch
service, competitive pricing and quality products. Does the community of 800 people need a 4th?

If approved, this shiny new travel plaza will be attractive for tourists but tourism only lasts for a few
months of the year. Fuel sales are dropping every year in Canada and a small community can only drink
so much coffee and pop. Where is the market to sustain the new business ?

If this market has little or no growth potential at least one of the 3 existing competitors will be forced
out of business. Is such a scenario positive for a small community like Borden Carleton?

My personal response to these questions can be summed up in this bible verse:

``For the love of money is the root of all evil`` 1 Timothy 6:10.

No matter the outcome, my family will continue to shop at the locally owned establishments. They have
served the community well for generations . I encourage all members of the community to do the same.

Sincerely,

Geoffrey McCrudden