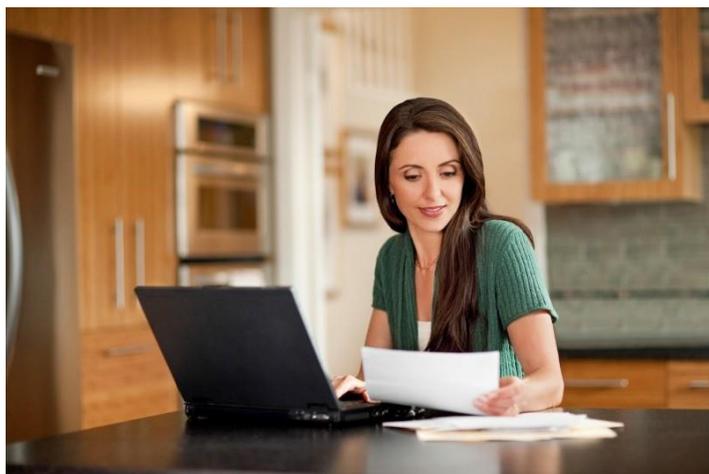




Introducing BP's Global Invest Direct Plan, specifically for BP ADS Shareholders



Quick guide to the Global Invest Direct Plan (“GID Plan”)

BP p.l.c. (“BP”) and JP Morgan Chase Bank, N.A. (“JPM”), as depositary for BP’s American Depositary Shares (“ADSs”) are pleased to inform you about the GID Plan. The GID Plan is sponsored and administered by JPM. The GID Plan provides first-time investors and existing shareholders a convenient way to invest in BP ADSs. As a participant, you can enjoy the same benefits as an investor who holds BP ADSs directly on the books of JPM. You remain the registered owner of the BP ADSs and have full control over your investment decisions.

This Plan is sponsored and administered by JPM and not by BP. Please refer to the GID Plan brochure for complete disclosure before you invest and for additional details on the GID Plan. You may access the brochure online at www.adr.com/bp.

Enroll online in the GID Plan

Existing BP shareowners can enroll online through www.adr.com/bp. Alternatively contact a BP customer service representative for a form, see reverse side.

Investment control and flexibility

You can make additional investments directly through the GID Plan — there is no need for a broker. One-time or regular (once or twice a month) purchases of additional BP ADSs can be done by an automatic withdrawal from your checking or savings account or by submitting a check.

Timing and purchase price

The minimum investment is \$25, with an annual maximum investment of \$250,000. The dollars you invest (less any applicable fees) will go toward purchasing whole and fractional shares. The cost per transaction is \$2 for recurring, \$2 for one-time automatic investments, and \$5 for investment made by check, plus \$0.12 commission per share.

Purchases are generally made within five trading days from the date of receipt of your investment amount. BP ADSs are purchased in the open market.

Reinvest your dividends

Increase your holdings through dividend reinvestment on all or a portion of your shares. The cost to reinvest your dividends is 5% with a \$5 maximum, plus \$.12 per share commission, as applicable.

Track your investments

You can access your account and perform transactions online. You will be provided with a detailed statement following each transaction by eDelivery through www.adr.com/bp.

Safekeeping

Safekeeping of your BP ADSs is provided, at no cost to you.

Sales

You can sell your BP shares at any time. A check will be issued for your sale proceeds, unless you elect to receive the funds by direct deposit into your bank account. Shares under the GID Plan are sold through a batch order, market order, limit order, or stop order. The costs for these transactions are \$15 for batch, \$25 for market, and \$30 for limit or stop order sales. There is also a commission fee of \$0.12 per share. You may also elect to have the sales proceeds directly deposited into a bank account. The cost is \$5 for direct deposit into a North American account.

Contact information

Online:

www.adr.com/bp (available 24 hours a day, 7 days a week, for access to account information and answers to common questions and general inquiries).

Email:

Go to www.adr.com/bp and select **Contact Us**.

Telephone:

Toll free: 1-877-638-5672 (Customer Service Representatives are available Monday through Friday, from 7:00 a.m. to 7:00 p.m. Central Time). You may also access your account information 24 hours a day, 7 days a week, using our automated voice response system.