



LETTON-HALL LLC

RPSEA RELEASE

Release summary

April 28, Write2Market Public Relations wrote and distributed a press release to select oil and gas publications just prior to OTC. The release announced the award of a subsea measurement contract to Letton-Hall, a Houston-based engineering consulting firm. We utilized BusinessWire distribution to broaden the coverage of the release as well as extensive personal outreach to the oil and gas editors Write2Market works with on a regular basis.

Total value of release

By using the cost of online advertising and the pay-per-click cost of the term “deepwater production” we were able to assign a value for the advertising dollars one would have had to spend to get the kind of targeted coverage we achieved in the oil and gas industry: **\$72,566.**

Highlights of television, radio and online coverage

The release was cited in:



YAHOO! FINANCE



ContraCostaTimes.com



Crescent-News.com



Customer Service Manager



Daily-Jeff.com



Denton Record-Chronicle



DigitalMediaWire.com



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Morningstar



Naples Daily News



NewsOK.com



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Ontario Daily Bulletin



PennWell Solid-State.com



Pipeline & Gas Journal Magazine



Press-Enterprise



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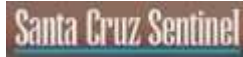
San Antonio Express-News



San Bernardino Sun



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StarWeb.fi



State-Journal.com



Switching Gears



The Dallas Morning News



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The-Review.com



Times-Gazette.com



WFAA.com



WRAL



WTIC News/Talk 1080



WWJ Newsradio 950



World Energy Source



Yahoo! Canada



Feature Articles and Placements

In addition to the many web sites (above) that picked up the release, several notable oil and gas industry trade publications chose to write feature stories and extended articles on the release, including:

- , "Letton Hall awarded Deep Sea Contract" by Reporter Monica Perrin, 4/28/2009. *Houston Business Journal*.
- Letton Hall to Go Deep With Pipeline Measurement Deep by Reporter Ford Gunter, Friday, 5/8/2009 (feature in print edition). *Houston Business Journal*.
- Letton-Hall awarded RPSEA deepwater subsea measurement project. *Scandinavian Oil & Gas*.
- *Wall Street Journal Marketwatch*.
- Letton Hall Awarded Deepwater Measurement Contract. *Rigzone*, April 28.
- RPSEA awards deepwater research to Letton-Hall Group. *Energy Current*.
- *Upstream Online*, reprinted release text.
- *Subsea World*, reprinted release text.
- Letton-Hall Awarded RPSEA Deepwater Contract. *BusinessWeek*. (Online.)

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PRESS RELEASE

Apr 28, 2009, 7:43 a.m. EST

Letton-Hall Group Awarded RPSEA Deepwater Subsea Measurement Project

BHP Billiton, BP, Chevron, Conoco Phillips, Shell, StatoilHydro, & Total back effort to improve sustainable energy reserves

BusinessWire
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Letton Hall
RPSEA

HOUSTON, Apr 28, 2009 (BUSINESS WIRE) -- The Letton-Hall Group, a Houston-based global oil and gas measurement consulting firm, announces that the nonprofit Research Partnership to Secure Energy for America (RPSEA) has awarded them a deepwater measurement research project designed to improve sustainable energy reserves for the nation.

"This project is significant because if successful, it will clear the way to more affordable, more realistic deepwater production," says Jim Chitwood with RPSEA. "The current situation in deepwater exploration is that often companies drill several deepwater wells

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Letton-Hall awarded RPSEA deepwater subsea measurement project

Published Apr 29, 2009

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The Letton-Hall Group says that the nonprofit Research Partnership to Secure Energy for America (RPSEA) has awarded them a deepwater measurement research project designed to improve sustainable energy reserves for the nation.

"This project is significant because if successful, it will clear the way to more affordable, more realistic deepwater production," said Jim Chitwood with RPSEA. "The current situation in deepwater exploration is that often companies drill several deepwater wells and commingle production. Measuring the flow from each well and allocating the oil and gas production is a big issue at those depths."

At risk are significant revenues from oil and natural gas production, as well as possible impacts on royalty payments. Both the Department of Interior and Department of Energy have called for advances in technology to address issues in measuring and monitoring deepwater production. Says Chitwood, "This project should assist in addressing those technology gaps for everyone."

In addition to government funding, the project is partially funded by a coalition of oil and gas concerns, including BHP Billiton, BP, Chevron, ConocoPhillips, Shell, StatoilHydro, & Total. Each firm contributed an equal amount to the effort.

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RPSEA awards deepwater research to Letton-Hall Group

4/28/2009 9:08:42 PM GMT

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production is a big issue at those depths."

Chitwood added that the project would assist in addressing technology gaps in measuring and monitoring deepwater production, and could impact revenues and royalty payments.

For this project, the Letton-Hall Group's research team will include Oceanneering International for its expertise in remotely operated vehicles and multiphase systems engineering for its experience in compact multiphase separation technology.

In addition to government funding, the project is partially funded by a coalition of oil and gas companies.

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The Letton-Hall Group, a Houston-based global oil and gas measurement consulting firm, announces that the nonprofit Research Partnership to Secure Energy for America (RPSEA) has awarded them a deepwater measurement research project designed to improve sustainable energy reserves for the nation.
"This project is significant because if successful, it will clear the way to more affordable, more realistic

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Letton-Hall Group awarded RPSEA Deepwater Subsea Measurement Project

04/28/09 10:10 AM

The Letton-Hall Group, a Houston-based global oil and gas measurement consulting firm, announces that the nonprofit Research Partnership to Secure Energy for America (RPSEA) has awarded them a deepwater measurement research project designed to improve sustainable energy reserves for the nation.

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 **CNBC**. Published on April 28

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