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FOR IMMEDIATE RELEASE

Houston, July 12, 2010

Ziff Energy to Host 4th International Operations Excellence Seminar to Assist Industry with Production Efficiency & Reliability

Ziff Energy, the worldwide leading consultancy for upstream performance benchmarking services, will host the *4th International Operations Excellence Seminar* on **October 13 & 14 in Houston**. The program is designed for Operations Executives and Managers whose success depends on achieving Operations Excellence in the production of oil & gas. Attendees will learn from 25⁺ internationally diverse industry leaders who will share their experiences and provide many illustrative examples and best practices. The 2-day seminar will include many opportunities for attendees to network with speakers and other attending E&P executives and managers. Speakers have been carefully selected by Ziff Energy to represent companies that have achieved excellence and leadership in various types of oil and gas operations, including: onshore and offshore; primary, secondary and enhanced recovery; and mature conventional and young unconventional.

In the past, Ziff Energy had gained a reputation for producing the best conferences focused on North American Natural Gas strategic issues. The firm produced several dozen Gas conferences in Houston and Calgary prior to 9/11. Since 2005, coincident with the rapid international expansion of the firm's E&P upstream performance assessment business, Ziff Energy's has focused on periodically producing the highest quality seminar events focused on Operations Excellence. Our last seminar took place in May 2008, with attendees from 42 E&P companies and 14 countries.

During the last few months, Ziff Energy has been busy developing the program detail for this year's seminar and inviting speakers and sponsors. Our overall theme is **Production Reliability: Achieving Operations Excellence**. An outline of the panels/sessions is provided below. On Day 2, there are 2 concurrent programs, one focused on onshore operations and the other on offshore operations.

Day 1: Industry Issues in Operations Excellence

A. Executive Viewpoint: Perspectives on Excellence

B. Production Challenges & Solutions

- speakers will share their expertise and experience on issues associated with Maintaining Production and avoiding downtime

C. Future Production Challenges

- with an emphasis on environmental issues

Day 2: Case Studies in Operations Excellence: Challenges Overcome & Best Practices

(2 simultaneous sessions)

A. Onshore Oil & Gas: New Developments in Unconventional Oil & Gas

B. Big Offshore Oil & Gas Fields: Deepwater, FPSOs, Shelf/LNG Projects.

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With 25+ speakers, a wide variety of topics related to Operations Excellence will be covered. There will be many case studies, which past attendees have indicated are valuable for potential application to their company's challenges. This year's confirmed speakers (like the attendees) will include senior Operations Executives and Managers representing a *wide diversity of companies and countries* --- Majors & Super-Majors; Domestic & International Independents; and National Oil Companies, including:

- Baker Hughes
- BG
- BP
- BW Offshore
- Cairn
- Cameron
- Chesapeake
- Chevron
- ConocoPhillips
- Ecopetrol
- Hess
- Nexen
- NOIA
- Pan American Energy
- Petrobras
- Shell
- TAQA
- Total.

The following map illustrates the worldwide diversity of our confirmed speakers (to-date) for this year's seminar, who are coming from 4 continents.



We are pleased to share the commitment of the following organizations as sponsors of the seminar:

Sponsored by:			
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For further information, please contact:

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Ziff Energy Group, celebrating its 28th year of client service, is a leading North American energy consulting firm. On an international basis, Ziff Energy provides sophisticated industry and operational business analysis and custom consulting to the world wide energy industry in 36 countries. We have offices in Calgary and Houston, the primary oil and gas centers in North America. Our growing staff of 55+ includes **many industry specialists**, with **15 to 30 years of domestic and international upstream experience**.

