

2009 Western Canada F&D Costs Study

**Essential for Creating Effective and Efficient
Reserve Replacement Strategies**

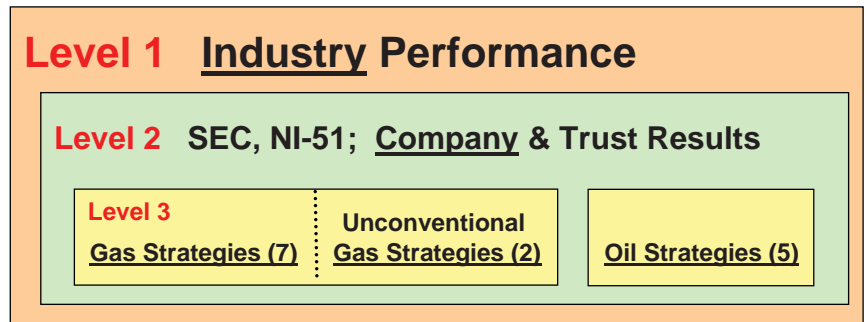
2009 Finding & Development Study

For the 23rd consecutive year Ziff Energy analyzed F&D/Replacement costs, *with detail not available elsewhere.*

The Heart of the Study

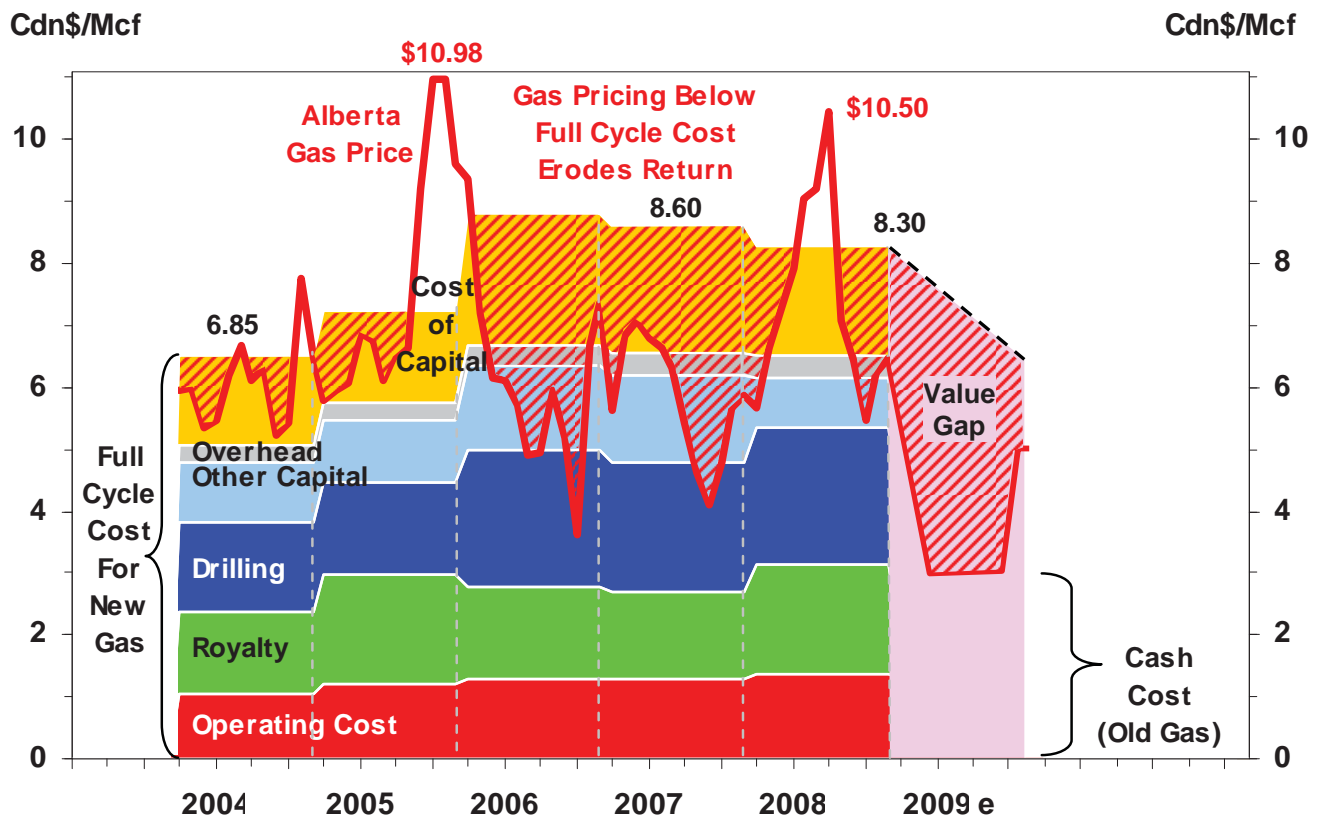
Strategy Level F&D for 7 conventional, 2 unconventional gas, and 5 oil strategies.

- precise analysis of your company results and risk/reward differences at the strategy level
- actual data for analyses of real results
- benchmark comparison of your competitors in the same operating strategies.



Customized Private Debriefings for management and technical staff. Ongoing support and consulting available for your strategic planning.

Full Cycle Gas Costs for Western Canada



Source: Ziff Energy: 2008 F&D Cost Study, 2008 Improving Field Performance Study

Study Released in September 2009

WESTERN CANADA F&D COSTS 23rd Edition

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What Our Clients Say:

"We find the Ziff Energy reports to be comprehensive, well written and most importantly, consistently objective...

The resulting analysis is of high quality and integrity ...

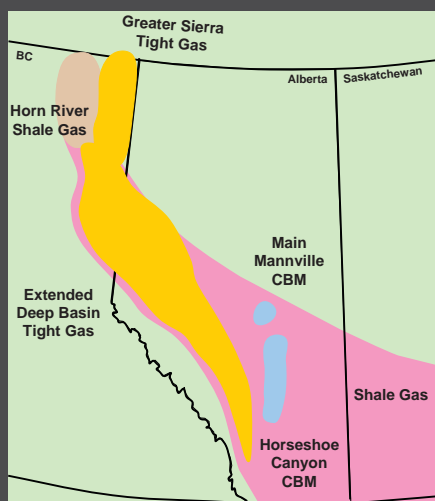
Without the Ziff Energy tools, we would find it very difficult to objectively measure - that's how their reports add value."

Senior VP, Canadian Major

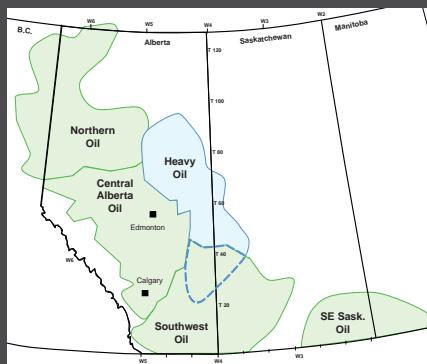
The Western Canadian Sedimentary Basin is Mature:

- average new gas well productivity in 2008 was two thirds less than 2000
- new oil and gas pools are smaller
- conventional production is declining

Unconventional Gas



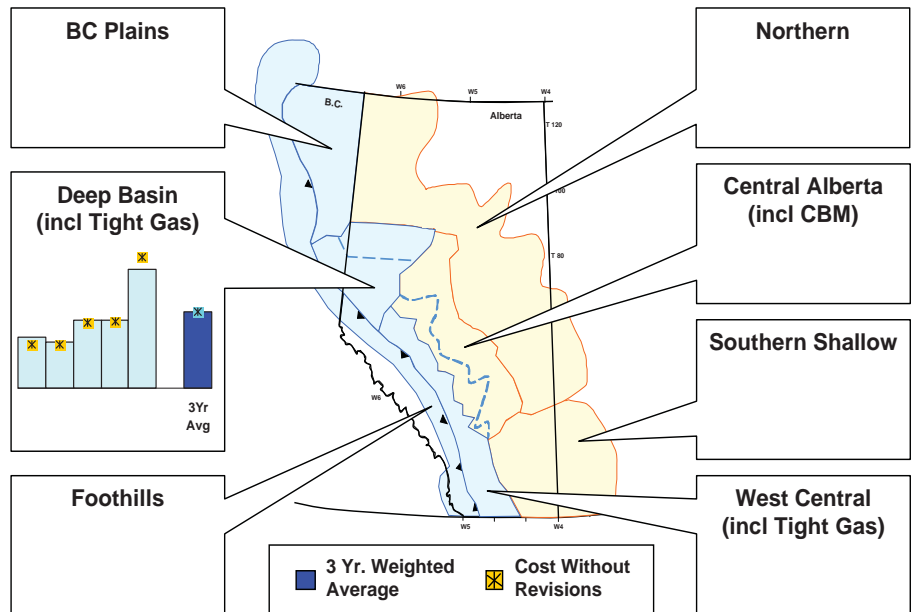
Conventional Oil



Drilling Success

The benchmarking study provides a cross-strategy comparison of effectiveness of drilling for reserves (Finding & Development cost), by year, and by peer. This insight is not available elsewhere.

Example, Gas Strategy F&D Costs Cdn\$/McfE



Benefits of the Study:

1. provides area specific F&D information over time (F&D inflation indexes)
2. if your strategy area performance is top quartile, tell your stakeholders
3. all strategy area data is confidential with no attribution to individual companies; only **you** will know your performance by strategy and play type
4. the longest running F & D study in the world, managed by a seasoned geologist with 3 decades of experience in Western Canada.

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