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FOR IMMEDIATE RELEASE

Calgary, April 15, 2010

***Potential for Northeast BC Unconventional Gas
– New Multi-Client Study***

Ziff Energy is pleased to announce the launch of its multi-client study evaluating the potential of unconventional gas in Northeast BC, including the Horn River Shale Gas and Montney plays. Drawing on our extensive Shale Gas database, and many previous studies of the WCSB and BC, Ziff Energy intends to fully expose the production and commercial potential of unconventional gas in Northeast British Columbia.

This new study will benefit existing and prospective producers, investors, and stakeholders by providing a comprehensive understanding of the fundamental economic, commercial, and regulatory issues driving the Northeast BC unconventional gas plays, including:

- how much unconventional gas is there in Northeast BC?
- what are the full cycle costs of gas production?
- where are the best markets?
- what are the infrastructure requirements to process and transport growing BC gas production?
- what are the regulatory issues impacting the development of Northeast BC gas.

The 40 page report, integrating information from a wide variety of sources, including our extensive cost database and personal interviews with key producers, is anticipated to be completed by late June 2010 and will contain:

- full analysis and forecast of BC gas supply to 2035
- full cycle economics and production forecast for Horn River Shale and Montney plays
- demand analysis and forecast for eastern and western gas flows, oil sands demand, and Kitimat LNG
- pipeline and processing facility implications
- impact of Alaska, Mackenzie Delta, and Ruby pipelines
- examination of provincial policy, aboriginal relations, and environmental concerns.

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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 30 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**.

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