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**FOR IMMEDIATE RELEASE**

**Calgary, July 30, 2010**

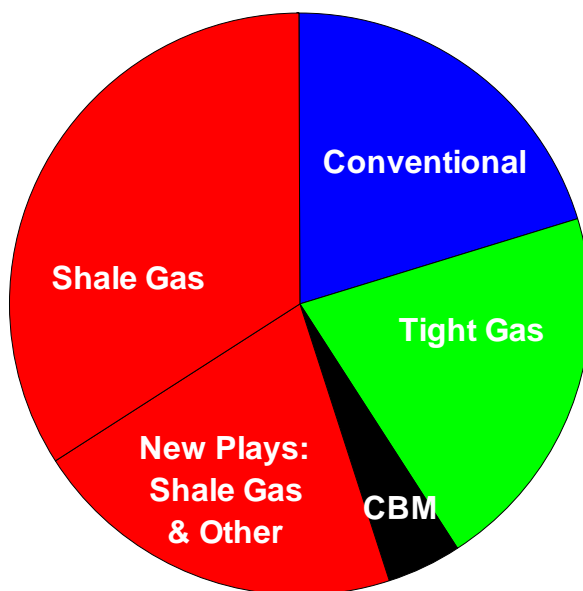
***North American Shale Gas  
 – Surging Production at Low Gas Prices***

Ziff Energy Group announces the release of a 8 page report which reviews the industry advances in opening new Shale plays and provides an outlook for development to 2020. The drilling technology evolution, including horizontal drilling and multi-stage hydraulic fracture stimulation, has been key to surging Shale Gas production.

Simon Mauger, P.Geol., Director Gas Services for Ziff Energy said “Shale Gas will compose a third of North American gas production by 2020, more than twice as much as today. This growth will more than offset declining high cost conventional gas”.

Figure 1 illustrates North American natural gas remaining resource by type. Shale Gas represents over half the remaining resource, with over 400 Tcf coming from new Shale Gas and other plays.

**Figure 1  
 North American Remaining Resource, 2,000 Tcf**



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Other recent Ziff Energy reports include:

- Canadian Natural Gas Exports
- 2009 U.S. and Canadian Gas Reserve Replacement
- Western Canada Gas Production Outlook to 2020
- Natural Gas Wildcards – Issues Impacting Future Gas Prices
- North American Gas Storage
- Gas Supply Basin Outlook
- Factors Impacting LNG Imports
- Gulf of Mexico Gas Production Forecast to 2020
- Gas Price Differentials Forecast to 2018
- Henry Hub Gas Price Outlook to 2018
- Industrial Gas Demand to 2020
- North American Pipeline Construction Cost
- U.S. Rockies Gas Production Outlook to 2020
- North American Demand Outlook to 2020
- Natural Gas Implications of Greenhouse Gas
- Mexico's Gas Supply / Demand Outlook to 2016
- North American Power Generation to 2017
- Pipelines for Growing Oil Sands Production

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**Ziff Energy Group**, celebrating its 30<sup>th</sup> year of client service in 2012, 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 35+ countries. We have offices in Calgary and Houston, the primary oil and gas centers in North America. Our growing staff of 55<sup>+</sup> includes **many industry specialists**, with **15 to 30 years of domestic and international upstream experience**.

