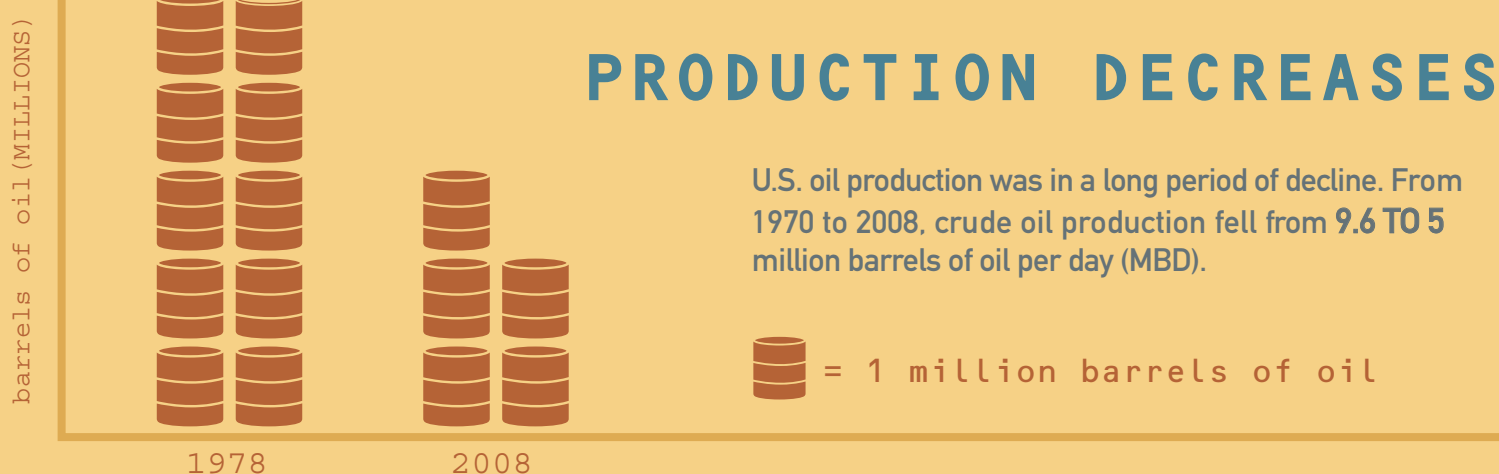


UNCONVENTIONAL OIL

A U.S. Game Changer

For decades, U.S. oil production fell as our reliance on imported oil grew. Today, new technologies have allowed for development of once inaccessible reserves, enabling the U.S. to increase its domestic energy production and improve energy security.



NEW TECHNOLOGY DEVELOPED

The innovative pairing of horizontal drilling with hydraulic fracturing cracks the shale energy code. First used to produce natural gas from shale, this pairing of technologies was introduced to shale oil production, unlocking vast new U.S. oil plays.



NEW RESERVES ACCESSED

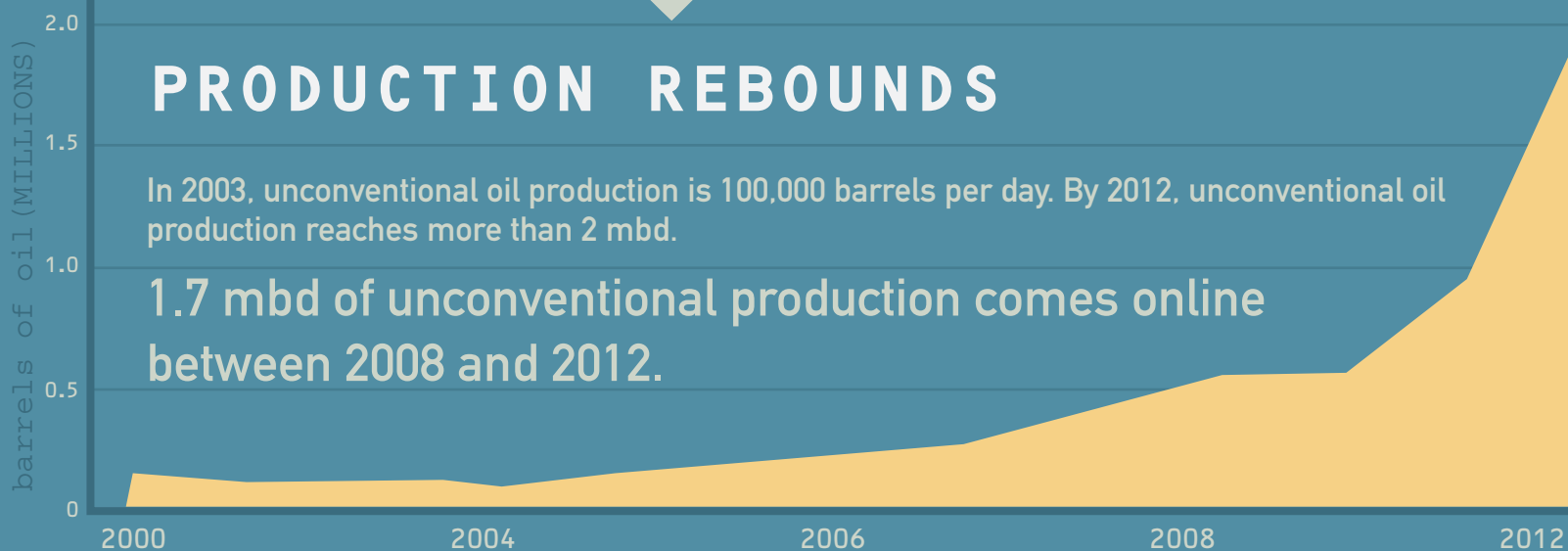
Shale energy production greatly increases U.S. oil and gas reserves. For example, in 2008, the U.S. Geological Survey revises its 1995 estimate of recoverable

oil in the Bakken Shale from 151 million barrels to 3.65 billion barrels – **A 25-FOLD INCREASE.**

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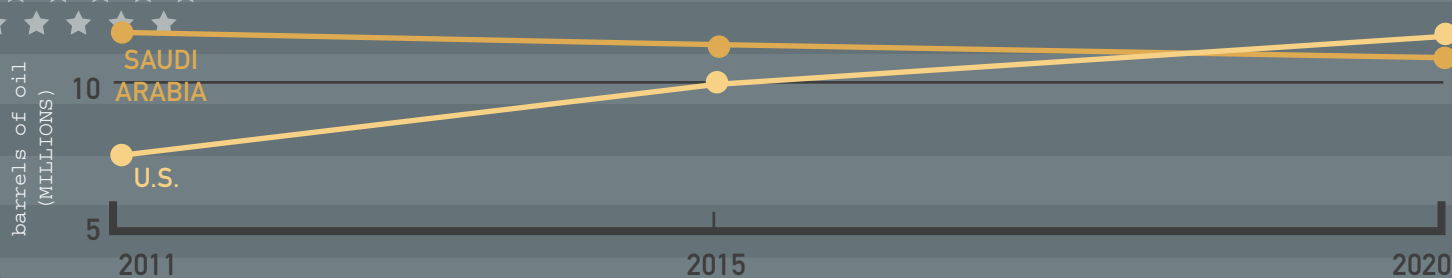
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Bakken Shale Formation



ENERGY SECURITY ENHANCED

The US is expected to surpass Saudi Arabia as the world's largest oil producer in 2017.



Sources: International Energy Agency. (2012). World Energy Outlook 2012.
 U.S. Geological Survey. (2008). "3 to 4.3 Billion Barrels of Technically Recoverable Oil Assessed in North Dakota and Montana's Bakken Formation."
 America's New Energy Future: The Unconventional Oil and Gas Revolution and the US Economy. (2012). IHS.