



FOSTER
MARKETING

The Oilfield is Our Field.

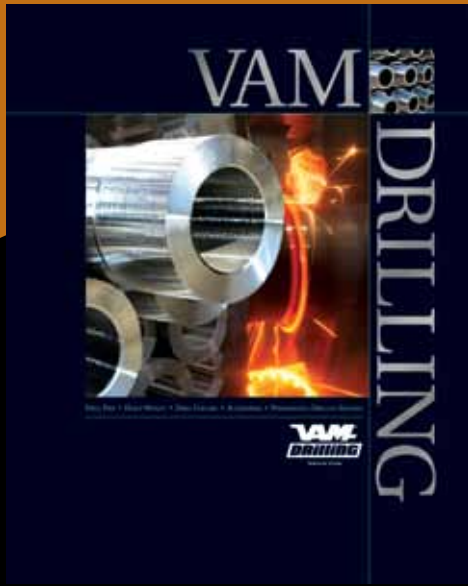
Foster Marketing

From upstream to downstream and beyond, Foster Marketing delivers cost-effective, creative communications to the worldwide oil and gas industry.

We have been an integral marketing provider to the energy industry for 30 years, working with operators and best-in-class companies. Foster Marketing professionals have decades of experience working not only on the industry, but in the industry. This gives us a unique perspective on client marketing communications.

With offices in Houston, TX, and Lafayette, LA, Foster Marketing is uniquely positioned to serve the oil and gas industry operating offshore or on land, in the Gulf of Mexico and worldwide.

EXPLORA



Highly technical collateral materials, such as this 88-page catalog for VAM Drilling, have been a staple for Foster Marketing for more than a quarter century.

In creating this eye-catching, unique invite, the focus was on the water turning into wine...with the emphasis on deepwater. The headline "Subsea Services and Savory Solutions" worked well to incorporate InterMoor's professional focus with the element of the event.



On Monday, March 3, 2008 board the Coastal Petroleum from 7:00 - 7:30 p.m. then spend two hours sampling select wines and enjoying recreational events before departing the vessel at 8:30 p.m.
 To reach the Coastal Petroleum take a short walk from Moody Gardens down to the Galveston Bay pier at 0830. The Moody Gardens shuttle for a 50% off.
 For more information or to RSVP contact Kelly Moore at 817-359-9445 or kmoore@intermoor.com. Please RSVP by Wednesday, February 27, 2008.



This brochure for Fugro Gravity & Magnetic Services promotes its potential field products and services as the only full-service provider on land, sea and in the air.

Position



HB Rentals' Offshore Technology Conference (OTC) booth provides easy access to the company's first-class accommodations as well as high visibility for the company on the trade show floor.

More than any other communications firm, we understand the oil and gas business. Our knowledge of the industry is a great starting point for a marketing plan, but then we go a step further. We do extensive research to better understand your business, using primary and secondary marketing research. We explore the best method to build your brand or market your product or service.

You could call it the pre-spud planning meeting for marketing communications.

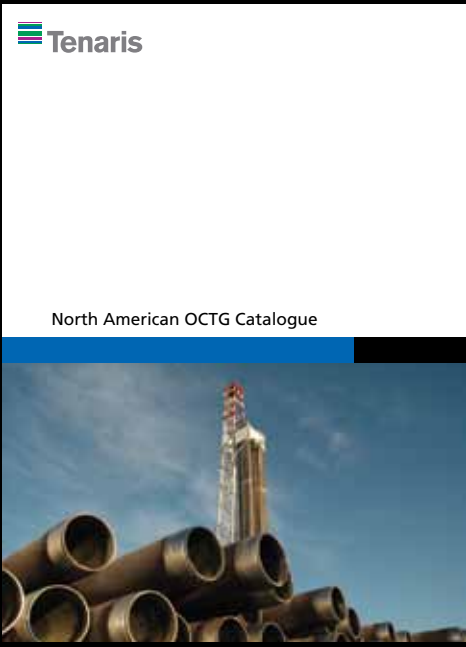
Additionally, as a member of two large marketing communications networks, Foster Marketing has access to a wealth of marketing and creative expertise, as well as new trends and techniques coming down the pipe. Through our associations within the oil and gas industry, we acquire unique insight into attitudes, awareness and perceptions of our clients.

We use the available information and prepare a communications **MAP**—charting Marketing, Advertising and Public relations strategies for our clients.



To gain entrance to CARBO Ceramics' hospitality suite and customer appreciation event during an industry-wide technical conference, clients and prospects had to show a personalized "Club CARBO" card key. The attendee's card number was used for entry in daily prize drawings.

drill down



As a global leader of tubular products and services, Tenaris needed a North America marketing tool for its wide range of OCTG products and services, including casing, tubing and connections.

Once the overall objectives and goals are established, we determine the best tools to reach the pay zone.

Foster Marketing has been providing marketing techniques such as trade journal advertising, exhibit planning and collateral development for decades—with very successful returns for our clients.

Often a standardized approach is not the best, so we sidetrack to achieve your goals with non-traditional marketing methods such as direct marketing, digital marketing and customer relationship management.

We drill down to ensure that our clients get the best rates and best position for their marketing dollars. It just makes cents.



Creative ad graphics launched GE Transportation's new water jacket motor. Aggressive media planning positioned the ad in key trade publications to market the completely enclosed motor.



BJ Services' StimPlus™ services are highlighted in this four-page brochure.

WWW.ATBALANCE.COM

Balance like this requires control like ours.

Balanced drilling pressure is essential to control your well's safety and cost. Our Automated Pressure Drilling™ Services provide unmatched levels of stability and control to maintain the delicate balance necessary to drill narrow margins in hostile environments. At our level of stability and control you can significantly reduce mud weight and increase drilling performance. You get more control with a lighter touch. And in fields that are difficult to drill, a light touch will take you a long way – all the way to TD.

At Balance. A better way to drill.™

Clever use of the company's red ball logo carries the branding message in this three-ad campaign developed for At Balance, a managed pressure drilling firm. The brand launch promotes three unique selling points, carefully "balanced" to grab attention.

WWW.ATBALANCE.COM

Step up to a new level of pressure control.

Pressure conditions in mature and HWT fields can make conventional drilling difficult and costly. At Balance offers a new level of pressure control that takes drilling to a new level of performance.

At Balance's Automated Pressure Drilling™ Services provide unmatched control to drill fields that are costly, troublesome, and even impossible for conventional drilling. Our services include safety critical technology that gives you precise, fast control to drill challenging pressure profiles with lighter mud, more stability, and less flat time.

Step up your pressure control to a new level. Step up to At Balance.

At Balance. A better way to drill.™

WWW.ATBALANCE.COM

Drilling safety is 24/7.

So is our automated pressure control.

Drilling pressure control is a 24/7 job because safety is a critical path task. At Balance offers new, continuously responsive, safety critical pressure control to reduce drilling risks, trouble time, and cost.

Our Automated Pressure Drilling™ Services provide real-time hydraulics analysis integrated into a dynamic, programmable control system. This system increases your responsiveness to potentially hostile well events with instant feedback and immediate response, 24/7.

Drill safely, continuously with At Balance control around the clock.

At Balance. A better way to drill.™

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Ultimately it's not the depth of the hole or rate of penetration that matters; it's the return on investment.

Foster Marketing is committed to providing results. We have a tremendously talented, diverse creative team to develop the concepts for whatever marketing task is required. And, while we've won our share of creative awards, we realize the ultimate reward is increased sales or increased awareness for our clients.

We are cost-efficient, but not penny-wise and pound-foolish (confirmed by three decades in business through the ups and downs of the oil patch). That's why we still have our first client and long-term relationships with others. Our client roster reads like a who's who in the oil and gas industry.



Custom, working tool models; eye-grabbing graphics; and comprehensive videos highlight the array of equipment and services displayed by Knight business units in their Foster Marketing-designed OTC booth.



InterMoor's content management website is designed to highlight its products and services – drilling down in an easily navigated site.



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First, Foster Marketing helped rename and brand Goober Drilling as Keen Energy Services; and then developed a sharp new logo to showcase Keen in the oil and gas industry.

Building mind share and market share is crucial to any company. We hone your message to increase your awareness in the marketplace. We like to think of it as refining your corporate image.

We want to build your brand not only for today, but also for tomorrow. And that takes delivering a consistent message. We believe marketing is an investment, not an expense.

Foster Marketing works under mutually beneficial arrangements, whether on a fee or project basis; and, we spend your money as if it were our own. We're accountable, not only for your money but also for results.

We are looking to build a long-term client relationship. Isn't it time you began a relationship with Foster Marketing? Let us put our creative firepower to work for you. Call us today in Houston at (281) 448-3435 or in Lafayette at (337) 235-1848 or e-mail us at foster@fostermarketing.com.

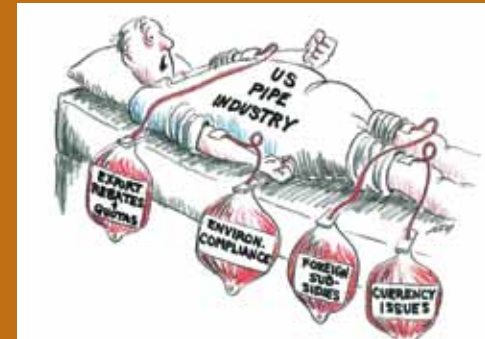
GE Energy's Oilfield Technology booth is designed with custom tool stands and ample graphic space to highlight the array of equipment and services provided for its Wireline and Drilling divisions.





Knight's Oilfield Trivia desk planner keeps customers and prospects coming back to its website. New questions added each month draw players to the landing site to test their knowledge of the industry; the planner keeps them organized and informed.

A steel industry client making a presentation to a large manufacturing association needed an appropriate illustration. A call to Foster Marketing nets colorful results.



Finishing

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