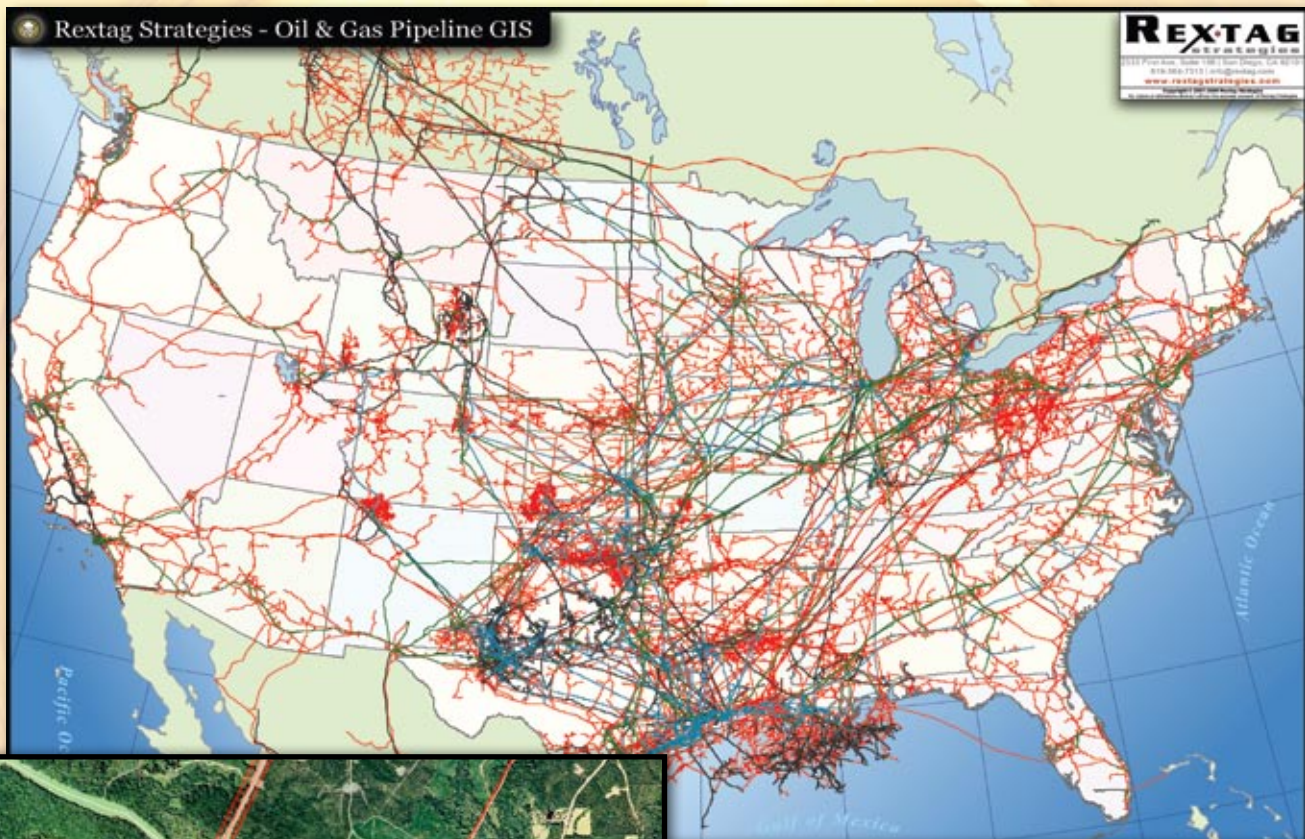


REX·TAG

strategies

OIL & GAS PIPELINE GIS

A STUDY OF DATA SPATIAL ACCURACY
& RESPONSIBLE BUDGETING



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OIL & GAS PIPELINE GIS

A STUDY OF DATA SPATIAL ACCURACY & RESPONSIBLE BUDGETING

Spatial Accuracy

In today's competitive energy market, businesses need the most accurate and comprehensive Oil & Gas Pipeline GIS and Mapping data available. Until recently, customers were forced to rely on one or two companies for this much needed information. Inevitably, this meant being forced to pay exorbitant prices to vendors who provided less than accurate data due to a lack of quality competition.



Third-Party Survey Result of Oil & Gas GIS Professionals (05/25/2009)

of the quality of their data.

Based on these results, Rextag Strategies, a customer-driven company, decided to perform their own extensive accuracy tests. While no GIS Data Provider can provide "survey-quality" pipeline data, there are tests that can be performed to help ensure the highest possible accuracy levels are reached and maintained, detailed here:

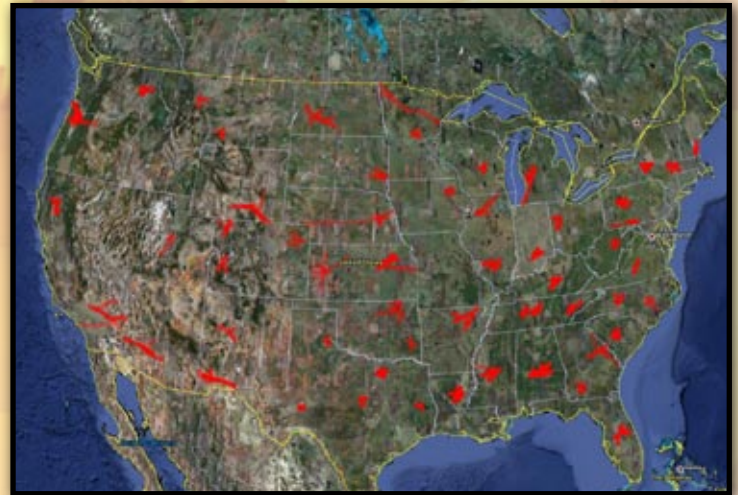
Beginning with our internal GIS pipeline layer, we collected random samples of more than 120 different pipeline companies in 60 different clusters of pipelines across the United States, covering almost every state. Using Google Earth Pro with aerial photography, we looked at each cluster to calculate the distance of our data from the visible



Rextag's Pipeline GIS Sample (Red Lines) Perfectly Overlaid on Aerial Photography's Pipeline ROW "Scars" (38% at 0' to 10' Perfect Accuracy)

In a recent poll, conducted by a third party polling service, 155 Natural Gas & Oil Pipeline GIS professionals were asked this question: "What do you consider most when purchasing Oil and Gas Pipeline GIS Data Sets?" The response options were: Price, Accuracy & Comprehensiveness, Reputation of Vendor or Updates. An overwhelming 70% of the respondents indicated that accuracy and comprehensiveness were the most important factors when considering a purchase of Pipeline GIS Data Sets. While 14% of the respondents said price was the most important factor, a surprisingly small 10% considered reputation of the vendor as the most important factor. Although updates are essential, only 3% of the respondents felt they were the most important factor.

As the poll results clearly show, a vendor's reputation no longer carries that much weight. GIS professionals realize that a company's time in business is not reflective



Sample Clusters of Rextag's Pipeline GIS Data Used in this Study (Google Earth Pro)

'scars' or Right-of-Way. We analyzed each pipeline cluster,

taking random pipeline segments, and generated even-spaced points along the pipelines. These map points were then used to measure the distance from the actual pipeline location, then tabulated for a total of 1000 points.

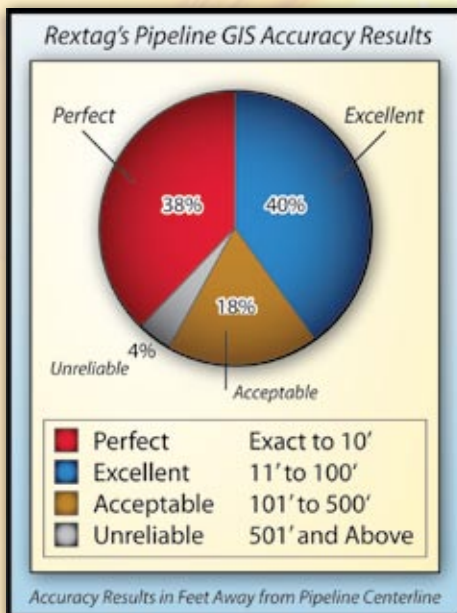
This distance includes '0' or 'Perfect' alignment to 'over 1000' feet on some very rare occasions on some portions of pipelines. This data was then tabulated and grouped into four categories:

- Perfect (0-10 feet)
- Excellent (11-100 feet)
- Acceptable (101-500 feet)
- Unreliable (500-above feet)

Next, we calculated percentages of frequency for each of these categories, based on the total sampling of 1000 points. We discovered that our GIS Data possessed an accuracy rate of 38% Perfect (within 0-10 feet) 40% Excellent (within 11-100 feet) 18% Acceptable (within 101-500 feet) and only 4% Unreliable (500 feet and above). In broader terms: 78% Excellent or better, and an unheard-of 96% Acceptable or better. Although these accuracy results are impressive, especially when compared to other vendors, we perform ongoing testing and maintenance to optimize quality and constantly



Rextag's Pipeline GIS Data (Red Line) at 11' - 100'. 40% Excellent Accuracy



Rextag's Pipeline GIS Accuracy Study Results (06/16/2009)

achieve further-improved levels of accuracy.

Today, GIS Professionals have a number of data-provider choices. However, Rextag Strategies continues to become the industry standard for Pipeline Data, Mapping, GIS and other data products for the energy markets. We demonstrate our industry leadership through product accuracy, comprehensiveness, and unbeatable affordability—those very qualities sought by the vast majority of industry executives. Those GIS Professionals who would like to witness Rextag Products first-hand may contact the company directly for a live on-line demonstration so that a more effective and personal evaluation of the data can be made prior to a purchase.



Rextag's Pipeline GIS Data (Red Line) at 101' - 500'. 18% Acceptable Accuracy



Rextag's Pipeline GIS Data (Red Line) at 501' - Above. 4% Unreliable Accuracy

Responsible Budgeting

After Accuracy and Comprehensiveness, Pricing ranked as the driving factor in GIS purchasing decisions. In the past, GIS professionals were limited to relying on one or two companies for this type of data. As such, these GIS professionals and their companies required healthy budgets to cover the arbitrarily-set fees that vendors charged for this data; a lack of competition kept prices at an inflated level. This status quo existed for so long that GIS professionals began to believe that the higher prices reflected higher-quality.

These large GIS vendors have large overheads due to the several other departments within their organizations. Very often they are owned by a much larger parent company. But they no longer represent the only choices. As demonstrated above, an organization (such as Rextag) that puts forth the required effort can achieve and maintain the quality, accuracy and comprehensiveness that is crucial to revolutionizing the GIS data provider industry. We

provide these services and data at a clearly published, reasonable price to companies of all sizes; companies that have overpaid for standard GIS data may now obtain higher quality data for a significantly lower price – please refer to the chart on this page.

Rextag offers companies of all sizes:

- more commodities,
- better accuracy and comprehensiveness
- honest, up-front pricing that is published for all to see (rather than hidden so that prices may be adjusted based on the vendor's belief of what the customer can afford)
- license renewals at a significant discount (rather than having to re-purchase the same data at the same –or higher- price each year.

Rextag's GIS Data Products Market Comparison

	Rextag	Comp. A	Comp. B
GIS Products			
Natural Gas	●	●	●
Crude Oil	●	●	●
Refined Products	●	●	●
Other (NGL, LPG, HVL)	●	●	●
Electricity	●		●
CO ₂ Pipelines	●		
Renewable Energy	●		
Services			
Complete Data Demo	●		
Sample GIS File	●	●	●
Publish Public Pricing	●		
50% Renewal Discount	●		
Updates	●	●	●
Customer Support	●●●	●●*	●●*
Accuracy			
Spatial Accuracy	●●●	●●*	●*
Comprehensiveness	●●●	●●*	●*
License Costs			
	●	●●●	●●●

*Based on multiple customer feedback received by Rextag Strategies

Company 'A' and 'B' represent the two largest and most well-known pipeline GIS data suppliers in the United States

The result is that customers are now able to finally obtain better data at a far lower price than ever before. When considering today's harsh economic times and the strains put on budgets, any company would be remiss to not at least consider switching to a more affordable Oil & Gas GIS Data provider.

"Your data compared to [Company A*] data is unparalleled. Yours is the best thus far."

-GIS Manager (one of the top 10 largest interstate gas pipeline companies)

"[Company A & B*] are MILES off the mark and does not even compare with your data."

-Project Analyst (mid-size E&P company)

"Your prices are definitely more reasonable and we are unsure why we have been paying [Company B*] for data we cannot always rely on."

-Project Manager (mid-size acquisition company)

**Company 'A' and 'B' represent the two largest and most well-known pipeline GIS data suppliers in the United States.*

results without breaking their departmental budget. This can be easily accomplished through minimal research where vendors are compared to one another through actual live demonstrations of the data and ensuring a thorough understanding of pricing practices and policies of the vendor.

In short, quality and affordability exists. Current times call for no longer simply taking the word of a vendor when it comes to these factors. Rextag Strategies is a data and mapping provider for the Energy Industry who specializes in GIS Data Sets, Digital Mapping, Custom Mapping, and printed Wall Maps.



Rextag's GIS Pricing Zones

View their website at: www.rextag.com
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Rextag's GIS Data Products - Current First-Year License Rates*

GIS Datasets	All Zones	Rextag GIS Zones				
		1	2	3	4	5
Natural Gas	\$9,000	\$4,400	\$3,400	\$3,400	\$1,500	\$1,500
Crude Oil	\$5,400	\$2,900	\$2,000	\$2,000	\$1,200	\$1,200
Refined Products	\$5,400	\$2,900	\$2,000	\$2,000	\$1,200	---
Other (NGL, LPG, HVL)	\$4,400	\$2,200	\$1,800	\$1,400	---	---
Electricity	\$1,500	\$750	\$750	\$750	---	---
Renewable Energy	\$2,500	\$1,000	\$1,000	\$1,500	---	---

Volume Discount for All Datasets and All Zones: \$25,000

*Current rates as of July, 2009. Subject to Change. - Following years license renews at 50% of first year's rate.