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Media Release

For Immediate Release

PPDM changes name to reflect expanding scope and industry demand Renamed Professional Petroleum Data Management Association now open to individuals

Calgary, AB, Canada, October 21, 2008 – In addressing the Annual General Meeting of the PPDM Association held today in Calgary, Alberta, Canada, CEO and CIO Trudy Curtis, and Board Chairman, David Hood (geoLOGIC systems ltd), announced that, effective immediately, the Public Petroleum Data Model Association will be called the Professional Petroleum Data Management Association.

“Our Association began as a collaborative effort focused on creating an international standardized petroleum data model,” remarked Mr. Hood. “But over the past nearly 20 years, PPDM has grown into so much more than a data model. In recognition of the broad role standards play in Petroleum Data Management, and the extensive focus on data management strategies demanded by our international membership, our Board felt it was time to modify the name of our Association to more accurately reflect the expanded, and expanding, role we are assuming in the petroleum industry worldwide.”

Ms. Curtis stated that data management, data governance, business knowledge and master data management are essential components of corporate information strategies. Increasingly, industry has looked to the PPDM Association for leadership in these areas and the PPDM Association has worked collaboratively with industry experts to develop standards for data management, best practices, certification and training. Today, PPDM standards, including PPDM 3.8, have been accepted as the standard of choice for companies of all sizes.

“Another significant change in the PPDM Association”, said Ms. Curtis, “is that, effective November 1, 2008, individuals may become members of the PPDM Association. While our corporate members will continue to sustain and develop business driven data management standards, the addition of individual memberships will allow the PPDM Association to develop programs to support individual professional development and certification in data management.”

As part of the repositioning of the Association, several new workgroups are either under way or being launched in the near future. The focus of these work groups will include understanding how wells are created and described, how data focused business rules help companies manage their data assets, and how data quality can be measured. A comprehensive educational program to support professional development and certification is being developed.

The PPDM Association is a global, not for profit standards organization that works collaboratively with industry to create and publish data management standards for the resource industry. Through the PPDM Association, worldwide petroleum data experts gather together in a collaborative, round table approach to engineer business driven, pragmatic data management standards that will meet industry needs. PPDM Version 3.8 is an open, practical and usable standard that is supported by over 100 members. For more information, visit www.ppdm.org.

For media information, or to book interviews:

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