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E N E R G Y I N V E S T M E N T B A N K I N G , L P

MUSINGS FROM THE OIL PATCH

June 15, 2010

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Note: *Musings from the Oil Patch* reflects an eclectic collection of stories and analyses dealing with issues and developments within the energy industry that I feel have potentially significant implications for executives operating oilfield service companies. The newsletter currently anticipates a semi-monthly publishing schedule, but periodically the event and news flow may dictate a more frequent schedule. As always, I welcome your comments and observations. Allen Brooks

Reader Survey

In the June 8th Musings we indicated plans for undertaking a survey of our readers with the goal of measuring our true readership. We know many Musings subscribers who receive the email directly find it to be valuable input for others in their organization or circle of friends. These readers forward the Musings, often to set lists of contacts or occasionally to a few people they believe will find one or more articles to be of interest.

What we are trying to capture in our reader survey is the number of people to whom the Musings is forwarded. Therefore, we are asking the original recipients of the Musings to return an email to us with a number of the people they forward it to, or none. Obviously, if you forward the Musings to a set list of people providing the number will be easy. If you only occasionally forward it, we would appreciate an estimated number of people to whom you forward it.

We are also asking readers who receive a forwarded copy of the Musings and in turn forward it to additional people to please send us an email with that number. We understand determining our readership number will not be exact. We believe, however, this approach to measuring readership may be the easiest, quickest and least costly way to achieve our goal.

In that regard, we always are happy to add individuals to our direct email distribution list if you will send us your contact information and email address. Remember the Musings is free!

Thanks for helping us measure our readership, Allen.

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