



FOR IMMEDIATE RELEASE

NEW EDITION OF *OUR PETROLEUM CHALLENGE* LAUNCHED

CALGARY, AB (August 11, 2004): The newest edition of *Our Petroleum Challenge* provides an overview of Canada's crude oil and natural gas industry through a vivid, plain language description of the steps involved in finding, producing, processing, transporting, refining, selling and using petroleum products.

Our Petroleum Challenge - Sustainability into the 21st Century, 7th edition is an educational publication developed for diverse audiences such as people employed or interested in the petroleum industry, students in secondary institutions, educators, investment analysts and the general public. Readers who turn to *Our Petroleum Challenge* will learn more about the science and technology involved in finding, producing, processing, delivering and using crude oil and natural gas as well as the challenges Canadians face in developing and using these resources.

"In the 7th edition of the *Our Petroleum Challenge* series, the publication's content has grown to better reflect the increased scope and dynamism of Canada's petroleum industry," said Colleen Killingsworth, president of the Canadian Centre for Energy Information. "*Our Petroleum Challenge* provides the foundation for critical inquiry and enlightened discussion regarding petroleum and its contribution to Canada's prosperity."

Copies of *Our Petroleum Challenge*, 7th edition can be ordered by calling 1-877-606-4636 toll-free or visiting the bookstore at www.centreforenergy.com. The cost is \$34.95, with discounts offered for educational institutions and bulk orders.

The Canadian Centre for Energy Information was formed in 2002 to meet a growing demand for balanced, credible information about the Canadian energy sector. Through its freestanding kiosks, print publications and web portal, the Centre for Energy delivers accurate, factual, current information on all parts of the energy sector from oil, natural gas, coal, thermal and hydroelectric power through to nuclear, solar, wind and other sources of energy.

- 30 -

For more information:

Colleen Killingsworth, APR, ABC
President
Canadian Centre for Energy Information
Ph. 403-263-7722
Toll-free. 1-877-606-4636
E-mail: ckillingsworth@centreforenergy.com