



Canadian Centre for Energy Information

FOR IMMEDIATE RELEASE

Canadian Bestseller “Our Petroleum Challenge” Wins World Oil Award Best Outreach Program Category

Calgary, Alberta, October 21, 2005: The Canadian bestseller “Our Petroleum Challenge – Sustainability into the 21st Century,” published by the Canadian Centre for Energy Information, was chosen as a winner in the Best Outreach Program category by the World Oil Awards. This award category recognizes the initiative that does the best job of teaching about the petroleum industry.

Award winners were announced on October 20 at a black tie gala dinner held in Houston, Texas, where close to 400 Canadian and U.S. industry leaders awaited the news. This year's awards theme, New Frontiers, reflects the new generation of thinking that is seen throughout the exploration, production and development segments of the petroleum industry. The dinner also benefited three universities that offer programs leading to careers in the petroleum industry.

“We are honoured to receive this prestigious award and worldwide recognition for ‘Our Petroleum Challenge,’ our flagship publication,” said Colleen Killingsworth, President of the Canadian Centre for Energy Information. “As energy supply and demand issues continue to capture the public’s attention, and as the industry turns to ‘new frontiers’ such as the Athabasca oilsands and unconventional natural gas resources, we strive to present current, factual information and statistics in our publications and on our web portal. We believe that an informed and educated public better understands and supports energy policy and regulatory choices, makes better business decisions related to energy, chooses careers in energy, invests in energy and uses energy more wisely.”

The seventh edition of “Our Petroleum Challenge” discusses 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. The book, published just over a year ago in July 2004, has become a bestseller in Canada and has already received numerous accolades from Canadian petroleum industry and education leaders. Recognition of the publication as an effective resource for grade school and post-secondary students and teachers, people employed in the petroleum industry and the general public is a major factor that contributed to the sale of more than 12,000 copies.

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A third –party Advisory Board composed of 21 senior industry executives and academics, and The Next Generation Committee, composed of up-and-coming leaders in the petroleum industry who are recent graduates, judged the short list of nominees.

The complete list of winners at the 2005 World Oil Awards is:

1. **The Innovative Thinkers Award:** CameronDC All-electric Subsea Production System Team, Cameron
2. **The New Horizons Idea Award:** Excelerate Energy L.L.C., Energy Bridge Technology
3. **The Health, Safety, Environment/Sustainable Development Award:** EnCana Corporation, Drilling Waste Management System
4. **Best Outreach Program Award:** Canadian Centre for Energy Information, “Our Petroleum Challenge – Sustainability into the 21st Century”
5. **Best Drilling Technology:** Hughes Christensen, EZCase
6. **Best Production Technology Award:** Weatherford International, Optical MultiPhase Flowmeter
7. **Best Completion Technology Award:** Easywell, Swell Packer Technology
8. **Best Exploration Technology Award:** Schlumberger, Petrel tools – Automated Structural Interpretation
9. **Best Data Visualization Solution Award:** Halliburton, Sperry Drilling Services, StrataSteer 3D Service
10. **Best Data Management Solution Award:** Transzap, Inc., SpendWorks

About the Canadian Centre for Energy Information

The Canadian Centre for Energy Information is a non-profit organization created in 2002 to meet an urgent need for information about all parts of the Canadian energy sector from oil, natural gas, coal, thermal and hydroelectric power through to nuclear, solar, wind and other sources of energy. Through its print publications and web portal (www.centreforenergy.com), the Centre for Energy provides easy access to complete, comprehensive and credible information on the Canadian energy sector.

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