

Oilfield PULSE

FOR IMMEDIATE RELEASE

New kid in town

Canada, Alberta, Calgary (June, 12, 2012) - Following two and one half decades in the magazine business, Jim Graham retired from The Roughneck magazine in 2010, to complete and publish a novel and - as the term implies - retire!

But, after almost two years of idleness, Jim has been enticed, by Calgary's Leadstone Group, to helm Oilfield PULSE, a new oil and gas trade publication.

Oilfield PULSE has been designed to work in conjunction with a unique entity known as Oilfield HUB, a 24/7 online ecosystem comprised of oil and gas service and supply companies and the products and services they provide. Oilfield HUB connects industry vendors with energy companies, guiding them to member's products and services.

Graham, Publisher of Oilfield PULSE, together with Managing Editor Andrea Turko and Creative Marketing specialist Rio Lapointe are the team which assembled the Premiere Edition of Oilfield PULSE, which is being launched at the 2012 Global Petroleum Show this week.

Oilfield PULSE is a trade journal dedicated to expanding the client base of their advertisers through the medium of print magazine advertising. Our mission is to act as a marketing tool and information source for the people in the upstream oil and gas industry. In addition to technical and field coverage, we will also feature social events, product shows and sporting events in a lively and colourful format, which will also feature editorial cartoons, oped columns and other people-friendly features. Oilfield PULSE is a people-friendly publication. Our philosophy is that people are the most important element in any venture; if you cover the people, you cover their activities, technology, and innovations.

www.OilfieldPULSE.com

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THERE'S A New Kid in town

Advertising in the oilpatch has not dramatically changed since the late 1940's/ early 1950's when publications such as Oilweek and The Roughneck began their successful careers. Printing methods have changed, colours are more vibrant but, functionality has remained the same. Over the years, traditional advertising has offered a visual showcase for products and services but has failed to offer little else in linking buyer and seller.

But... things change.

Times change and now, a new concept in advertising has emerged to provide the industry with a live online/print presence designed to promote products and services and link vendors and end users in a community engaged in 24/7 business to business commerce. Oilfield HUB and Oilfield PULSE welcome you to the future of industrial advertising.

[www.Oilfield PULSE.com](http://www.OilfieldPULSE.com)



**A Oilfield
PULSE**



MEMBERSHIP PACKAGES



OILFIELD HUB - CONNECTING BUYERS AND SELLERS

Acting as your own personal virtual salesperson, Oilfield HUB is the best online source to market and share information about your company and people. It allows you to promote all of your products

and services, close more sales, and increase your productivity. You can also easily respond to your customer bids and orders all in one place, Oilfield HUB! When the oil patch is looking for services and supplies, Oilfield HUB is their answer.

If you want to obtain more opportunities and closed sales and increase customer satisfaction and retention, becoming an Oilfield HUB member is the right move for you!

SELLER MEMBERSHIP

Head Office \$1490.00 per year
Branches / Per Location \$890.00 per year

Oilfield HUB Company Profile

- Ⓜ Unlimited catalogue of your services and products, searchable online
- Ⓜ Unlimited phone contacts by branch and product
- Ⓜ Built-in email connections to multiple contacts
- Ⓜ Multiple branches and service locations
- Ⓜ Live link to your company Document Library

Company Listing in the Oilfield HUB Search Engine

- Ⓜ Targeted company message and service descriptions
- Ⓜ Contact and address information for all branch locations

Online Microsites

- Ⓜ Marketing focused Public Microsite
- Ⓜ Sales and operations driven member only HUB Microsite
- Ⓜ Self managed, real-time microsite display
- Ⓜ Dedicated banner ads for Public and HUB Microsites
- Ⓜ Shareable URL to Public Microsite and all its content

Private "Staff Room" Access

- Ⓜ Unlimited access to your internal company directory by all your staff

Oilfield PULSE

- Ⓜ Annual subscription to trade journal
- Ⓜ New Member Announcements in magazine and websites
- Ⓜ 15% agency discount on ad placement

Member Relations

- Ⓜ Marketing inventory
- Ⓜ Membership promotion with selected contacts
- Ⓜ Member referral rewards program

FRIEND OF THE HUB MEMBERSHIP

Free

Oilfield HUB Company Profile

- Ⓜ Configurable profile with corporate logo
- Ⓜ Unlimited catalogue of your service and products, searchable online
- Ⓜ Email connection to authorized company contact

Online Microsites

- Ⓜ Publicly facing Friend of the HUB List
- Ⓜ Monthly search history analytics covering your selected services and products and Listing access

Oilfield PULSE

- Ⓜ A complementary 5-issue subscription to Oilfield PULSE

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OPERATED BY



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Welcome In

At Leadstone Group, we're building an online ecosystem called Oilfield HUB, comprised of oil and gas business people, the companies they represent, and the products and services they provide. Our mission is to connect these individuals, the sellers in the industry, with energy companies and their personnel. Oilfield HUB guides these buyers and decision makers to our members, and their products and services, through fully optimized member microsites and comprehensive supply chain management tools. The HUB Search Engine is the powerful catalyst that enables anyone using Oilfield HUB to source new products and services, and to connect with our members' contacts with laser-like precision. The accelerator behind Oilfield HUB is the dynamic Leadstone sales force, constantly extending the marketing reach of the Oilfield HUB community, all strengthened by the voice of the membership in our trade journal, Oilfield PULSE!



Oilfield HUB

www.OilfieldHUB.com



Group of Companies



OUR COMPANIES

Whether your project is large or small - whether you need an infusion of sales and marketing expertise, SaaS enablement solutions, oil and gas supply and vendor management tools or retail and hospitality card services, our group of companies has you covered.



www.LeadstoneGroup.com

Sales Force Automation

Help companies grow their business through effective sales management consulting and direct sales - from prospect identification to formal close.

Creative Marketing

Services from advertisement and advertorial design, logo development, e-mail marketing and website design to complete branding assistance.

Oilfield HUB Oilfield HUB

The preeminent sales and marketing online ecosystem comprised of Oil and Gas business people, the companies they represent, and the products and services they provide that are looking for preferred access and assistance to sell into the Oil and Gas Industry.

www.OilfieldHUB.com

Oilfield PULSE Oilfield PULSE

Industry sensitive trade journal whose mandate is to cover the new, people and events of the Oil and Gas business.

www.OilfieldPULSE.com



Oracle CRM On Demand

Provide full CRM consultation, configuration and implementation assistance as an authorized Oracle CRM On Demand partner.

www.Oracle.com

Below is a list of our companies, including a brief background and description of the different solutions and services each offers.

Data Shapers

www.DataShapers.com

Software-as-a-Service (SaaS) Enabler

Designing, developing, hosting, maintaining and enhancing our client's products, services, or infrastructure applications from concept to next generation.

Electronic Content Management (ECM)

Document management solutions and services.

Client Relationship Management (CRM)

Consultation and integration specialists.



www.Incentus.com

Incentus

Loyalty, Gift Card, Stored Value and Activity service modules.

Merchant Incentus

Transaction processor and SaaS application provider to the retail and hospitality service sectors.

Private Label Partner

Programs enable resellers to re-brand the Incentus suite of products and services as their own to their existing and prospective merchants.

Source Code License

Option available to resellers and merchants who wish to capitalize on their investment by owning and controlling the Incentus products and services, underlying source code, and resulting applications they are utilizing internally or directly marketing to their customers.