T. Boone Pickens Media Coverage 7.31.09

Total of 13 Placements

- Print: 4
- Blog/Online: 9

Coverage Summary:

Pickens latest blog on the *Huffington Post* discusses natural gas reserves, which have increased due to advanced drilling technologies. The piece highlights the NAT GAS Act and the benefits of switching fleet vehicles to run on natural gas.

Dow Jones reported that Senator Reid is sticking to the September 28th deadline for committees to wrap up work on energy and climate change legislation. Senator Reid said this during a conference call with Al Gore regarding the National Clean Energy Summit 2.0. A *Las Vegas Review Journal* brief lists some of the confirmed guests, including Pickens, Gov. Schwarzenegger and Energy Secretary Steven Chu, for the August 10th event.

Lancaster Online posted a video of Pickens speech at the Chamber of Commerce banquet this week. The link to the video is below.

Highlighted Placements (Full Articles Below)

- **Natural Gas and Plenty of It** – *Huffington Post* – 7/30/09
  - *AlterNet*
- **Sen Reid: Sticking With Sep 28 Date On Energy Bill** – *Dow Jones* – 7/30/09
  - *NASDAQ*
  - *Morningstar*
  - *EasyBourse.com*
- **Political Stars to Come to Energy Summit** – *Las Vegas Review Journal* – 7/31/09
- **Billionaire Touts Clean Energy, Gas at Chamber Banquet** – *Lancaster Online* – 7/30/09 http://articles.lancasteronline.com/local/18/240434

Print Placements (Full Articles Below)

- **Pickens: Nebraska Might Get His Wind Generators** – *North Platte Bulletin* – 7/30/09
- **We Can't Forget the Importance of Plastic** – *Tuscaloosa News* – 7/31/09

Blog/Online Placements (Full Articles Below)

- **How Much Natural Gas Do We Have to Replace Gasoline?** – *The Oil Drum* – 7/30/09
- **Why Foreign Money is Moving Fast into U.S. Wind** – *Green Chip Stocks* – 7/30/09
- **Honda Civic GX Enters Third Market in Utah** – *Auto Blog Green* – 7/30/09

HIGHLIGHTED COVERAGE

Natural Gas and Plenty of It – *Huffington Post* – 7/30/09

By T. Boone Pickens

The highly respected analytics firm, Stratfor, began its report of a recent survey of natural gas reserves in the United States this way:

> In 2006, natural gas production in the United States appeared to be in permanent decline. Domestic production had flattened out below the 2002 peak of 693 billion cubic meters, after having briefly risen above a plateau that began in 1997.

A decade ago it was common knowledge that natural gas reserves were declining and consumption was maintaining at steady levels.

Then advanced drilling technologies -- especially horizontal drilling and using fracking techniques to recover natural gas from shale formations -- which were previously impervious to drilling came online.

The Barnett field in Texas was the first major natural gas play using the new techniques. On its heels came what Stratfor calls "the gigantic Marcellus Shale that underlies the Appalachian Mountains." In addition to the large Marcellus deposit, two more exist in Fayetteville, Arkansas and Haynesville, Louisiana. According to Stratfor, Haynesville is "claimed to be the fourth-largest natural gas field in the world."

A study completed by the Potential Gas Committee, a group of academics and industry specialists supported by the Colorado School of Mines, recently completed its biennial report on natural gas reserves. According to an article in the New American magazine, "estimated reserves rose to 2,074 trillion cubic feet (Tcf) in 2008, up from 1,532 Tcf in its 2006 report."

The amount of energy contained in over two trillion cubic feet of natural gas is more than all the energy contained in all the oil in Saudi Arabia.

The New American Magazine writes, "current U.S. usage is about 25 Tcf per year, thus new reserve figures suggest at least 83 years at current usage. But this figure is certainly low."

Several arguments have been made against developing natural gas as a major transportation fuel in the United States as it is in many other countries around the world. We have already taken care of one of the arguments -- that natural gas being used as a transportation fuel would necessarily require existing supplies be diverted from other uses such as peaking electricity production and as a feed stock for the chemical industry.

There is more than enough natural gas for all those uses.

Natural gas is 20 to 30 percent cheaper as a fuel when compared to gasoline at today's market prices. We are importing nearly two-thirds of the oil we use and 70 percent of that is used as gasoline or diesel for America's rolling fleet. We are at the mercy of foreign governments for a steady supply at a known cost. Domestic natural gas does not suffer from either.

As to the argument that the infrastructure doesn't exist for its distribution, the New American states:

> With an existing distribution system consisting of 300,000 miles of pipelines, 1,400 compressor stations, 11,000 delivery points, and 394 underground storage facilities, natural gas has both the infrastructure and potential to replace -- or at least augment -- petroleum as a motor fuel.

The amount of natural gas reserves, the ability to recover it, and the existing infrastructure to distribute it make natural gas the "wonder resource" of the 21st Century.

The United States Congress is ahead of the Obama Administration on the value of our natural gas reserves. Companion bills in the U.S. House and Senate -- the NAT GAS Act of 2009 -- provides incentives for a jump start in replacing vehicles running on imported gasoline or diesel with vehicles running on domestic natural gas.

This is especially focused on heavy trucks -- 18-wheelers -- which use about half of all the imported transportation fuel. Over-the-road trucks tend to run the same routes on a regular basis so there is no need for a refueling station on every corner. Further, municipal, county and state vehicles; refuse and recycling trucks; and express delivery and utility fleets -- any vehicle which goes home to the barn every night to be refueled is a target worthy of switching from gasoline or diesel to natural gas.

Natural gas is a big part of the solution to our economic, environmental, and national security problems. We have plenty of natural gas. All we need now is the national will to make appropriate use of it.

Follow T. Boone Pickens on Twitter: www.twitter.com/pickensplan

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Sen Reid: Sticking With Sep 28 Date On Energy Bill – *Dow Jones* – 7/30/09

By Siobhan Hughes

WASHINGTON -(Dow Jones)- U.S. Senate Majority Leader Harry Reid, D-Nev., on Thursday stuck to a late-September deadline for relevant committees to wrap up work on energy and climate-change legislation, saying that "we can't let that slip."

Earlier this month, the Senate leader extended until Sept. 28 a deadline for Senate committees to complete work. The previous target date was Sept. 18. The majority leader changed the deadline to late September after consulting with the chairmen of the Agriculture, the Environment and Public Works and the Finance committees, among others.

"All my committee chairs agreed with that," he told reporters on a conference call. "It's a date that's doable. We can't let that slip."

The Democratic Senate leader hopes to bring energy and climate-change legislation to the Senate floor in the fall. He will use the August recess to promote many of the goals of the legislation when he hosts a clean-energy summit in his home state. The summit also will feature U.S. Energy Secretary Steven Chu, energy investor T. Boone Pickens and former U.S. Vice President Al Gore.

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Political Stars to Come to Energy Summit – *Las Vegas Review Journal* – 7/31/09

Senate Majority Leader Harry Reid, D-Nev., and former Vice President Al Gore announced in a Thursday conference call an expanded lineup of guests set to participate in Reid's National Clean Energy Summit 2.0.

Reid confirmed that California Gov. Arnold Schwarzenegger would participate in the event, scheduled for Aug. 10 and 11 at the Cox Pavilion on the campus of the University of Nevada, Las Vegas. Reid said U.S. Secretary of Labor Hilda Solis and Rep. Tim Wirth, D-Colo., would also attend. The three join a roster of notables already scheduled to appear at the summit, including Gore, oilman T. Boone Pickens and U.S. Energy Secretary Steven Chu.

The summit's focus will be jobs, investment and consumer savings.

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PRINT COVERAGE

Pickens: Nebraska Might Get His Wind Generators – *North Platte Bulletin* – 7/30/09

Texas billionaire oilman T. Boone Pickens has hundreds of big wind turnbines coming and no place to put them.

He might put them up in Nebraska or Wisconsin or someplace else, he told CNN reporter Ali Velshi July 8.

Pickens ordered 667 generators as part of a massive wind field he wanted to build in four counties in the Texas panhandle. But that plan went south after the price of crude oil dropped by nearly two-thirds since it peaked at $147 a barrel last summer.

Pickens launched the extensive campaign last year, calling for thousands of wind generators throughout the middle states. Texas was to be the first location. The Pampa Wind Project was to be built over five years for $12 billion and produce enough electricity to power 1.3 million homes.

But Pickens ran into the difficulty of getting 4,000 megawatts of power from Texas into the national power distribution system. Then, credit became tight the international economy fell to pieces, and the price of oil dropped, taking the steam out of his plan.

Now Pickens is looking for a massive plot of land that's closer to the power grid, CNN reported.

The new location might be in Wisconsin, or Nebraska, he told Velshi.

He said he is still committed to take the 667 wind turbines he ordered and would find homes for them, but admitted there are too many to fit in his garage.

Natural gas

Pickens remains enthused about convincing the nation to use more natural gas as a motor fuel.

Natural gas and wind could end the U.S.'s heavy dependence on foreign oil, he said in 2008, and he still believes it.

Congress is considering incentives to bring natural gas to transportation vehicles.

"There are 2,000 trillion cubic feet of natural gas in the United States," Pickens said. "That is greater than the the other two largest countries with natural gas – Russia and Iran. The addition to foreign oil has to be fixed."

Pickens predicted oil prices will climb back to $150 barrel in the next couple of years if the global economy recovers and begins to grow at 3-4 percent.

"Demand will go up with growth," he said.

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We Can't Forget the Importance of Plastic – *Tuscaloosa News* – 7/31/09

Dear Editor: Did you see the ABC special on July 24 concerning the oil business? It traced petroleum from the gas pump back to the oil derrick. It was very informative, but told only half the story. The untold tale is oil/petroleum equals petro+chemicals=plastic in many forms such as film, foam, containers, etc.

In my travels I sold many containers (paper) to Dupont, Dow, etc., for granular chemicals for poly products such as polypropylene, polystyrene for use in sewer pipes to credit cards. Look in the store today. A list using plastics includes packaged meat, milk bottles, bread wrapping, jars for mustard and ketchup, packaged produce, toothpaste and brush, shaving cream and razors, combs, cosmetics, eye glasses, prescription bottles, battery wrap, bubble wrap, bins, wheelbarrows, some shopping carts, telephones, cell phones, TVs, remotes and thousands more.

The president has reiterated what every president has said, 'In 10 years we will be free of Mideast oil!' So we look at small, fuel efficient cars that are unsafe on the highway. Big oil man T. Boone Pickens is hyping wind power but gives petroleum a poor future. The Gulf and Alaska have the oil but the EPA opposes drilling. We are afflicted with 'plasticitis!' For inoculation it would mean a needle attached to a plastic barrel and plunger. 'And the enemy was ourselves!'

Jack A. Patterson

Northport

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BLOG/ONLINE COVERAGE

How Much Natural Gas Do We Have to Replace Gasoline? – *The Oil Drum* – 7/30/09

By Robert Rapier

You may have seen the recent news that a report by the Potential Gas Committee says natural gas reserves in 2008 rose to 2,074 trillion cubic feet. The New York Times and the Wall Street Journal (via Rigzone) both had stories on it, and T. Boone Pickens issued a press release. In this post, I will look at how long these reserves might last, if used to replace US gasoline usage.

First, from the New York Times:

Estimate Places Natural Gas Reserves 35% Higher

> Thanks to new drilling technologies that are unlocking substantial amounts of natural gas from shale rocks, the nation's estimated gas reserves have surged by 35 percent, according to a study due for release on Thursday.
>
> Estimated natural gas reserves rose to 2,074 trillion cubic feet in 2008, from 1,532 trillion cubic feet in 2006, when the last report was issued. This includes the proven reserves compiled by the Energy Department of 237 trillion cubic feet, as well as the sum of the nation's probable, possible and speculative reserves.
>
> The new estimates show "an exceptionally strong and optimistic gas supply picture for the nation," according to a summary of the report, which is issued every two years by a group of academics and industry experts that is supported by the Colorado School of Mines.

The Wall Street Journal wrote:

US Has Almost 100-Year Supply of Natural Gas

> The amount of natural gas available for production in the United States has soared 58% in the past four years, driven by a drilling boom and the discovery of huge new gas fields in Texas, Louisiana and Pennsylvania, a new study says.

> ...the Potential Gas Committee's study was prepared by industry geologists who analyzed individual gas fields using seismic imagery and production data provided by gas producers. The surge in gas resources is the result of a five-year-long drilling boom spurred by high natural-gas prices, easy credit and new technologies that allowed companies to produce gas from a dense kind of rock known as shale. The first big shale formation to be discovered, the Barnett Shale near Fort Worth, Texas, is now the country's top-producing gas field, and companies have made other huge discoveries in Arkansas, Louisiana and Pennsylvania. Together, the shale fields account for roughly a third of U.S. gas resources, according to the Potential Gas Committee.

Pickens had this to say:

T. Boone Pickens Statement on Surge in Estimated Natural Gas Reserves

> Today's report substantiates what I've been saying for years: there's plenty of natural gas in the U.S. I launched the Pickens Plan a year ago to help reduce our dangerous dependence on foreign oil, and using our abundant supply of natural gas as a transition fuel for fleet vehicles and heavy-duty trucks is a key element of that plan. On the same day this report is going out, diesel prices are again on the rise, squeezing the trucking industry. Now more than ever we need to take action to enact energy reform that will immediately reduce oil imports.
>
> The 2,074 trillion cubic feet of domestic natural gas reserves cited in the study is the equivalent of nearly 350 billion barrels of oil, about the same as Saudi Arabia's oil reserves.

A number of people have rightly pointed out that a 100-year supply implies usage at current rates. But it got me to thinking about how much natural gas it would take to displace all U.S. gasoline consumption. So in the spirit of my year-ago essay Replacing Gasoline with Solar Power, I will do the same calculation for replacing gasoline with natural gas. The big difference between this calculation and the earlier one is that solar power still has some technical issues to resolve (e.g., storage) and electric vehicles are not yet ready for prime time. On the other hand we are perfectly capable, today, of displacing large numbers of gasoline-fueled vehicles with natural gas.

How Much Do We Need?

The U.S. currently consumes 390 million gallons of gasoline per day. (Source: EIA). A gallon of gasoline contains about 115,000 BTUs. (Source: EPA). The energy content of this much gasoline is equivalent to 45 trillion BTUs per day. The energy content of natural gas is about 1,000 BTUs per standard cubic foot (scf). Therefore, to replace all gasoline consumption would require 45 billion scf per day, or 16.4 trillion scf per year. Current U.S. natural gas consumption is 23 trillion scf per year (Source: EIA). Therefore, replacing all gasoline consumption with natural gas would require a total usage of 39.4 trillion scf per year, an increase in natural gas consumption of 71% over present usage.

Assuming for the sake of argument that the 2,074 trillion standard cubic feet cited in the study is accurate, that the "probable, possible and speculative reserves" eventually equate to actual reserves, and that the gas is economically recoverable, that is enough gas for 53 years of combined current natural gas consumption and gasoline consumption. If you assume that only the proven plus probable reserves are eventually recovered, the amount drops to about 1/3rd of the 2,074 trillion scf estimate, still enough to satisfy current natural gas consumption and replace all gasoline consumption for almost 20 years.

We can also calculate in terms of oil imports. Right now the U.S. imports about 13 million barrels per day of all petroleum products. A barrel of oil contains around 5.8 million BTUs, but oil only makes up 10 million of the 13 million barrel per day figure. Other imports include things like gasoline (4.8 million BTUs/bbl) and ethanol (3.2 million BTUs/bbl). Scanning the list of imports, I probably won't be too far off the mark to presume that the average BTU value of those 13 million bpd of imports is about 5.4 million BTUs/bbl. On an annual basis, this equates to 25.6 trillion scf of natural gas, which would be an increase over current natural gas usage of 111%. Going back to the 2,074 trillion scf from the study, this would be

enough to displace imports of all petroleum products (again, at current usage rates and not factoring in declining U.S. oil production) for 43 years.

What's the Cost?

Natural gas is presently trading at about $4 per million (MM) BTU (although December 2009 is trading at almost $6). Oil is presently trading at $71/bbl, which equates to $12.24/MMBTU. Gasoline is presently trading at over $17/MMBTU. Thus, natural gas is a bargain relative to oil or gasoline. Incidentally, I just checked on seasoned wood and wood pellets, and they range from $8-$12/MMBTUs. So it is cheaper to heat your house with gas than with wood. I am not sure I would have guessed that.

While natural gas is a bargain relative to gasoline, converting a gasoline-powered vehicle to natural gas isn't cheap. According to this source, it can cost $12,500 to $22,500 to convert a gasoline-powered car to natural gas. Honda makes a compressed natural gas (CNG) vehicle, but according to this review in Car and Driver the premium over the gasoline version is $8,780. A person would need to drive an awful lot to justify that premium. However, that's what fleets do. They drive a lot. The large price differential explains why fleets would be interested in running their vehicles on natural gas.

Conclusions

So, the good news is that the United States could be energy independent if the newly released natural gas reserve numbers are remotely accurate. It also appears that we have enough natural gas available that civilization isn't going to end any time soon due to lack of energy supplies. There are three caveats. First, energy independence via natural gas could require us to spend significantly more for personal automotive transportation. Second, "possible" reserves may never materialize. Finally, a large chunk of the calculated reserves are based on shale gas, and that requires gas to be in the $6-$8/million BTU range to be economical. Still, it is a bargain compared to gasoline, and it explains why fleets are more receptive to conversion to natural gas than the general public is likely to be for their personal vehicles.

Afterword

After posting this post on my personal blog (R Squared Energy Blog), I received the following e-mail from Marc J. Rauch, Exec. Vice President/Co-Publisher of The Auto Channel, explaining why converting a gasoline powered vehicle is so expensive.

Hi Robert -

Thanks for the work you did on figuring out how much natural gas we actually seem to have (according to current knowledge) and for the related cost comparisons. It's a great and value tool for those of us that believe in CNG (and propane) as a viable engine fuel alternative.

One thing that I would like to add (assuming that you didn't already know this or learn it since posting your piece), is that the cost of CNG conversions for existing vehicles is as high as it is because of EPA licensing requirements. For an individual (or shop) to be licensed to do a conversion, the person must pay $10,000 per year, per engine type, per year of manufacture. So that if a conversion shop wanted to do conversions in 2009 for Camrys for the years 1995 to 2005, the shop owner would have to pay the government $100,000 in licensing fees. Then, if he wanted to do conversions on the same models in 2010, he would have to pay the $100,000 again, even though they are the exact same models and engines that he has been licensed on already. And if there is more than one engine involved, i.e., a 6-cylinder and 8-cylinder, the cost would double.

Therefore, if a shop owner wanted to do 10 model years of Camrys and Corollas and Celicas, and well as Honda Accords and Civics, unless there were common engines being used in these five models the licensing cost (for just one engine per) would be a half million dollars, which would have to be paid again in 2010. These fees are, needless to say, ridiculous and are only there to ensure that many don't get

done (thanks to the gasoline lobby). The cost of the conversion kits are actually relatively inexpensive. If there was a sensible licensing fee (or no fee) the cost for the work could be just a few hundred dollars.

To be fair, there is a second part of the cost equation that has to be addressed: trained CNG conversion mechanics. An argument is typically made by those that want to make argument against CNG that there aren't enough trained mechanics. This is somewhat true, but of course there really is no shortage of new and old mechanics that would be willing to learn. So the issue is where can they be trained? The University of West Virginia has a great automotive program that they've "syndicated" to other colleges around the country. In California, two schools (Rio Hondo in So. CA and Yuba College in No. CA) teach the UWV curriculum. They can and do teach CNG conversions.

I hope the above wasn't too redundant for you. If you have other information or newer information I would love to hear of it.

Regards.

Marc J. Rauch
Exec. Vice President/Co-Publisher
THE AUTO CHANNEL
www.theautochannel.com

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Why Foreign Money is Moving Fast into U.S. Wind – *Green Chip Stocks* – 7/30/09

By Sam Hopkins

U.S. wind power investors needed a pick-me-up this July, and they got it from beyond the border.

Early in the month, oil billionaire and newly-styled alternative energy bull T. Boone Pickens balked on an ambitious, multi-billion-dollar wind power project in Texas. Pickens said funding difficulty forced him to fold, but recent action on Capitol Hill leads us to believe that Pickens is shifting his focus to his favorite alternative (but not renewable) energy project: vehicular natural gas.

Whatever his angle was, Pickens's move stung. . .

At least for a few weeks.

First Wind's Financing Breakthrough

In mid-July, the Alberta Investment Management Corporation (AIMCo), a Canadian pension fund worth approximately US$64.7 billion, committed $115 million to Massachusetts-based developer First Wind.

Germany's HSH Nordbank also put up $76 million in financing for First Wind, enabling the company to add capacity at existing wind farms in New England and Hawaii.

So on one hand, there's AIMCo, which will distribute its infusion to First Wind over eight years, coming to just over $14 million per annum.

Nordbank, on the other hand, is taking the short-term approach. Their larger one-year infusion to First Wind combines with AIMCo's long-term vote of confidence to show that solid wind project plans can still get funds for expansion and that new farms can get up and running.

The American Wind Energy Association does say new projects have slowed — from 2,290 megawatts of installation in the first quarter of 2009 to 1,210 MW in Q2.

"The recession is a force that is having an effect on the industry, as it is on most other industries," a spokeswoman told Reuters this week.

But the year-on-year change in U.S. installed wind power capacity is still impressive — new installations in the first half of 2009 surpassed the same period in 2008 by 1,100 MW.

The AWEA now puts total national generating capacity at 29,440 MW. Texas led all states in helping achieve that number, even in spite of the Pickens pullout.

With recovery on everyone's lips, credit market conditions will continue to change, though that transformation will lag behind benchmark economic indicators.

And as in the case of First Wind, the start-to-finish process of wind farm development from here on out will be far more internationally integrated.

Venture Capital Comes off the Bench

National stimulus packages, which some observers thought may be renewable energy's only lifeline through the recession, has actually turned out to be just one part of the financing picture for eager companies.

The Wall Street Journal reports that cleantech venture capital activity is skyrocketing: Deals doubled from Q1 2009 to Q2, and the dollar value of those deals rose by 73%.

Access to VC funding is essential for bringing next-generation renewable energy ideas from the drawing board to grid-readiness. And since venture capitalists are generally "serial entrepreneurs" with defined exit plans, this isn't pity money going to sub-par projects.

Deep-pocketed VCs join big-money institutions like AIMCo and Nordbank, which operates throughout northern Europe and is partly owned by the City of Hamburg, as they search all over the world for well-timed advantage.

First movers are getting in on companies like First Wind now; First Wind already runs New England's largest operating wind farm in Stetson, Maine.

The broader market trough is giving way to a financing upswing and even delivering major gains to wind power ETF investors.

The First Trust Global Wind Energy ETF (NYSE:FAN) has international wind energy titans as its top holdings. Iberdrola Renovables (Spain), EDP Renovaveis (Portugal), and Vestas Wind Systems (Denmark) top the holding list, bringing utility-scale wind success stories into your portfolio in one easy trade.

FAN is trading at just below $15 per share, sitting on 31% upside in the past six months.

Regards,

Sam Hopkins

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Honda Civic GX Enters Third Market in Utah – *Auto Blog Green* – 7/30/09

By Sebastian Blanco

Somewhere, perhaps, T. Boone Pickens is smiling. Honda's natural gas-powered Civic GX – the only passenger vehicle powered by this fuel available for sale in the U.S. – just increased its area of availability by a third. Until now, you could only buy the GX in California (since 2006) and New York (since 2007). Starting today, Honda dealers in Utah will also be able to sell the NGV to retail customers, and the state is offering a $3,000 state tax credit on top of the $4,000 federal credit to eligible buyers. Two Utah Honda dealers have been selling the GX to fleets. Counting all fleet dealers, Honda says there are 129 dealers in 32 states that offer the CIvic GX. The CIvic GX is assembled in Indiana, and we had our quick drive in the GX a few years ago. We remember fondly a post from the ABG archives about the nuns of the Congregation of St. Joseph of Cleveland, Ohio and their fleet of 12 Civic GVs.

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From: Emily Parker
Sent: Thursday, July 30, 2009 1:03 PM
To: Emily Parker; Sarah Hawkins; 'bill@gsmmercury.com'; 'bgogerty@gsminc.com'; 'tsynhorst@dcigroup.com'; 'agray@networkrelations.net'; 'hmlauer@gmail.com'; 'jay@bpcap.net'; 'jonathan@gsminc.com'; 'jsw@jswco.com'; 'chris@gsminc.com'; 'renklink@gmail.com'; Pickens Team
Cc: 'brad@mercuryseattle.com'; 'sallyg@bpcap.net'; 'gaduddell@bpcap.net'; 'phayes@northbridgecomm.com'; 'pcummins@northbridgecomm.com'; 'pmccollum@gsminc.com'; 'iritchie@northbridgecomm.com'; 'ed@alliedpublicaffairs.com'; 'susan@bpcap.net'; 'galen@mullings.com'; 'jayrosser@sbcglobal.net'; 'tammy@haddadmedia.com'; 'AMendelsohn@mercuryllc.com'; 'Cam Henderson'; 'lbraden@mercuryllc.com'; 'nina.simmons@pickensplan.com'; 'modell@northbridgecomm.com'; 'Jason Huntsberry'; 'chris.stineman@pickensplan.com.'; 't.gretel@gmail.com'; 'rgalen@mercuryllc.com'; 'bwarren@mercuryllc.com'; Aleksandra Croft
Subject: T. Boone Pickens Media Coverage 7.30.09

T. Boone Pickens Media Coverage 7.30.09

Total of 10 Placements

- Print: 7
- Blog/Online: 1
- Broadcast: 2

Coverage Summary:

The Wichita Eagle ran a positive editorial crediting Pickens with making Americans aware of the urgent need to break this country's addiction to foreign oil. The piece looks at the progress Pickens has made this past year, including the push for legislation that includes key parts of the Pickens Plan. The piece also looks at the possibility of Pickens installing some of his wind turbines in Western Kansas. It ends with saying "when Pickens speaks, people not only listen but also act."

Several outlets covered Pickens appearance in Lancaster, PA yesterday. The *Lancaster New Era and Intelligencer Journal* piece highlights the Pickens Plan and the support of the New Energy Army. It also looks at natural gas, pointing out that the Marcellus Shale in PA, NY and WV could become the largest gas field in the U.S. The NAT GAS Act is also highlighted in the article.

The *Central Penn Business Journal* article looks at the role Pennsylvania could play in America's energy future because of the Marcellus Shale. *WHP-TV* also covered his appearance.

Pickens was mentioned on the *Today Show* regarding his push for Americans to use wind energy instead of oil. This was part of a special – "Today Takes a Vacation" – where Kathie Lee Gifford and Hoda Kotb profiled the state of Texas.

Highlighted Placements (Full Articles Below)

- **Pickens Has Changed Energy Debate** – *The Wichita Eagle* – 7/30/09
    - *Trading Markets*
- **Billionaire Touts Clean Energy, Gas at Chamber Banquet** – *Lancaster New Era and Intelligencer Journal* – 7/30/09
- **Pickens Stumps for Energy Independence at Lancaster Chamber Dinner** – *Central Penn Business Journal* – 7/30/09

Print Placements (Full Articles Below)

- **After a Record Year, America's Wind Industry is Suffering Growing Pains** – *The Economist* – 7/30/09
- **Summit Puts Spotlight on Clean Energy** – *Las Vegas Review Journal* – 7/30/09
- **Clean-Energy Projects Must Move Forward** – *The Daily Journal* – 7/30/09
- **V Vehicle Meets Second Obligation for State Incentive Package** – *The Monroe News Star* – 7/29/09

HIGHLIGHTED COVERAGE

Pickens Has Changed Energy Debate – *The Wichita Eagle* – 7/30/09

A year ago today, T. Boone Pickens brought his crusade for energy independence to Kansas, including to the offices of The Eagle editorial board. The economy would later take some of the air out of the effort, as would lower oil and gas prices. Many have questioned Pickens' motives. But he's had an undeniable impact, converting many people to the cause of breaking the nation's $700 billion-a-year addiction to foreign energy. The Texan who founded Mesa Petroleum sounded upbeat on the phone last week in discussing the Pickens Plan's progress. He succeeded in injecting energy into the presidential campaign, he said, and was pleased by the tax credits, loan guarantees and other energy measures in the stimulus package, including $32 billion for energy transmission, distribution and production systems.

Now his focus is on H.R. 1835, a bill to get more natural-gas vehicles on the nation's roads. It has been introduced in both the House and Senate, and Pickens predicts it will pass with bipartisan support. "We need to get something going," Pickens said of his push for natural-gas vehicles to be a "bridge" to future technology.

The House-passed cap-and-trade bill would serve the Pickens Plan's goals for wind and solar power and more transmission lines, he said.

One key component of that bill is its federal renewable energy standard. Gov. Mark Parkinson, also speaking to the editorial board last week, termed the RES "the most important piece of energy legislation to Kansas right now." The state needs more transmission lines, he said, and utilities need a reason to buy wind power, which remains more expensive than coal-fired power. "If we don't get a renewable energy standard passed by Congress this year, there is a real possibility that this whole move toward wind energy is going to come to a halt, at least for a few years," Parkinson said.

Pickens made headlines earlier this month for scrapping plans for a large wind farm in the Texas Panhandle, leaving him with 687 large turbines on order worth $2 billion. He didn't dispute the idea that some of those turbines might end up in Kansas.

Pickens and Parkinson talked last week, the oilman said. "Western Kansas is the perfect place for turbines," Pickens said, though "transmission out of there" isn't perfect yet, and siting of transmission lines requires federal involvement. He said the model for what wind can do for rural communities remains Sweetwater, Texas, which has seen its population grow along with its reputation as the Wind Turbine Capital of Texas.

A year into his multimedia campaign, Pickens has more than 1 million followers and the confidence to say that the American people want his plan. "It's a plan I cannot turn loose of, because it has to be done for this country," he said.

Where Pickens and many people part is on the breadth of his agenda. "Nuclear, drilling, wind, solar, biofuels — I'm for anything that's America's," he said.

But give the 81-year-old oilman credit for waking up Americans and their leaders to the urgent need to import less oil and make the most of domestic energy sources. When Pickens speaks, people not only listen but also act.

— For the editorial board, Rhonda Holman

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Billionaire Touts Clean Energy, Gas at Chamber Banquet – *Lancaster New Era and Intelligencer Journal* – 7/30/09

By P.J. Reilly

Self-made billionaire T. Boone Pickens always could get an audience with federal lawmakers in Washington, D.C.

They liked his deep pockets, he said.

But it wasn't until the past year, when he's garnered the support of 1.6 million citizen members of his New Energy Army, that those lawmakers started listening to him, he said.

"I never got a damn thing done there in 30 years when I was just a rich guy from Texas," the 81-year-old keynote speaker told the crowd of about 2,500 Wednesday night at The Lancaster Chamber of Commerce & Industry's 137th annual dinner at the Lancaster County Convention Center.

"But this rich guy from Texas is a hell of a lot more powerful with a million people behind him than he ever was before."

A former oil tycoon, Pickens is founder and chairman of BP Capital Management, which handles more than $4 billion in energy-oriented investment funds.

Last year, Pickens gained national notoriety when he launched The Pickens Plan, which promotes clean energy, such as wind and solar power generation, and pushes the use of natural gas as an alternative to gasoline and diesel for transportation.

Since he launched the plan — using $60 million of his own money to publicize it — nearly 1.6 million people have signed up at www.pickensplan.com, Pickens said, to support the initiatives as members of the New Energy Army.

Two months ago, his appearance at the county's largest gathering of business men and women was in jeopardy.

The annual dinner originally was scheduled for May 26, but construction delays at the $174 million hotel/convention center on Penn Square put off the opening of the facility until June 19.

Tom Baldrige, president of the chamber, thanked Pickens Wednesday "for being flexible with his schedule" and agreeing to speak at the rescheduled dinner.

Wearing a sharp tuxedo and sitting on a lone chair under a spotlight, Pickens spent 20 minutes painting a picture of the dire straits the United States is in due to its heavy dependence on foreign oil.

"We import 70 percent of the oil we use in this country, and more than half of that comes from countries that hate us," he said. "If we keep going the way we are now, in 10 years, you'll be paying $300 for a barrel of oil.

"We are sitting ducks."

The price of a barrel of oil spiked at around $150 last summer and as a result gas prices climbed above $4 per gallon at the pump.

Pickens then spent 10 minutes telling the crowd how boosting production and use of natural gas here can help the nation avoid financial ruin.

A study came out recently, Pickens said, that claims the United States has more natural gas than any other country in the world.

"We are big," he said. "We are getting ready to escape from a horrible, horrible trap we put ourselves into, because our own technology has developed a method to get the gas out of the ground."

And as natural gas plays a bigger role in transportation, Pickens said, Pennsylvania will be comparable to California during the gold rush of the 1840s.

"You are probably going to have the largest gas field in the United States — the Marcellus," he said.

The Marcellus Shale lies under much of Pennsylvania, New York and West Virginia.

Geologists have long known the shale holds a wealth of natural gas, but only in recent years has the technology been developed to tap into this deep-seated reservoir.

"My advice to you is to take it, bless it, love it, make everything you can off it," Pickens said of Pennsylvania's Marcellus gas reserves.

The key that will open the door to the rush for natural gas in the United States, according to Pickens, is passage of the New Alternative Transportation to Give Americans Solutions Act of 2009, also known as U.S. House Resolution 1835, which is currently under consideration in Washington.

If H.R. 1835 becomes law in its current form, Pickens said, federal incentives will be provided to encourage drilling for natural gas and for the manufacturing and purchasing of vehicles that run on natural gas.

"Natural gas will buy you about 20 or 30 years," he said. "By then, I think you will have the battery technology needed to run an 18-wheeler."

While this fuel revolution is under way, Pickens said the nation also needs to ramp up its efforts to generate more electricity using wind and the sun as part of a 50-year energy plan that emphasizes renewable resources.

"We have never had an energy plan before," he said. "We have never had a plan that looked out 50 years, but that is about to change."

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Pickens Stumps for Energy Independence at Lancaster Chamber Dinner – *Central Penn Business Journal* – 7/30/09

By Paula Holzman

Billionaire former oilman T. Boone Pickens brought his pitch for U.S. energy independence to the Lancaster Chamber of Commerce & Industry's 137th annual dinner last night.

Pickens, who founded and chairs energy-investment firm BP Capital Management, said U.S. dependence on foreign countries for 70 percent of its oil puts the nation at mercy of suppliers and damages its standing in the eyes of the world.

"We have gotten ourselves in a horrible spot," he said.

To remedy that, Pickens last July introduced his Pickens Plan to wean the U.S. off of foreign oil. The campaign was backed by an advertising blitz and funded with $60 million of his own money.

One of the main tenents of the plan is to replace oil with natural gas as a motor vehicle fuel, beginning with 18-wheelers and fleet vehicles, then trickling down to personal vehicles once the infrastructure is in place.

Pennsylvania will play a large part in the plan because of the Marcellus Shale geological formation, which will probably make the state home to the largest gas fields in the nation, Pickens said.

"Take it, bless it, love it, make everything you can off it," he said of the natural gas-bearing shale deposits.

Natural gas would be a "bridge fuel" until cleaner, more advanced options become viable, such as fuel-cell vehicles, he said.

Pickens wrapped up his speech by urging attendees to join his cause, which he said has 1.6 million supporters nationwide.

"From the bottom up in this country, we can do it," he said.

The annual dinner was held for the first time at downtown's Lancaster County Convention Center and Lancaster Marriott at Penn Square. It originally had been scheduled for May 26, but was rescheduled because a series of construction delays pushed the center's opening to June.

About 2,500 people attended last night's event, which organizers said was probably the largest indoor dinner in the city's history.

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PRINT COVERAGE

After a Record Year, America's Wind Industry is Suffering Growing Pains – *The Economist* – 7/30/09

ON THE back of $16 billion-worth of investment, America overtook Germany to become the world's biggest wind-power generator last year. Wind accounted for 42% of new generating capacity, up from just 2% four years earlier. America's blustery and lightly populated heartland states are ideal sites for turbines, so the country's wind industry seemed poised for big things.

But this year momentum has slowed. An indication of the way the wind is blowing came in July when T. Boone Pickens, an oilman turned clean-energy entrepreneur, decided to call off plans for the world's biggest wind farm, in Texas. His 687 giant turbines, ordered at a cost of $2 billion, are now looking for new homes.

Mr Pickens could not arrange for transmission lines to be built from his wind farm to areas where the electricity is needed. Because they dominate the landscape, big wind projects work best in places few people live. America's "wind belt" runs from Texas up to the Dakotas. Texas and North Dakota have both been called the "Saudi Arabia of wind". But unlike oil, wind cannot be put in a tanker and shipped. It requires expensive grid infrastructure, which in turn rests on a complex and time-consuming approval process.

The industry is hopeful that new legislation will give the Federal Energy Regulation Commission powers to speed things up (state authorities hold most sway and rules differ from place to place). But that is not the industry's only difficulty. The credit crunch has finally caught up with it.

Wind is a capital-intensive, heavy manufacturing industry with long lead times, which is why despite everything 2008 was a record year and many installations have gone ahead in 2009. However, a big slowdown is expected soon as customers who have made downpayments on new turbines fail to get the financing needed to complete their orders.

Last year generating capacity surged by 50%. This year the American Wind Energy Association (AWEA) forecasts growth of only 20%. The AWEA says that although 2,800MW of new capacity was installed in the first quarter, just 1,200MW went in during the second.

But everything is relative. The AWEA's Liz Salerno notes that 2009 is still on track to be the industry's second-best year ever. She adds that wind is contributing not only generating capacity, but also much-needed manufacturing jobs. Nordex, a German company that is one of the world's biggest turbine manufacturers, recently announced a new factory in Arkansas, creating 700 jobs in an economy that is shedding them by the hundreds of thousands. GE reported dismal results for its second quarter, but GE Energy, which includes the conglomerate's wind business, was a bright spot, with profits up by 13% to $1.8 billion. It is establishing a new research facility in Michigan, where the unemployment rate is 15%. Including GE, seven of the world's ten biggest wind-turbine-makers have factories in America.

The Obama administration is also firmly behind the industry. On July 16th Steve Chu, the secretary of energy, announced $14m for wind research. February's fiscal stimulus bill also provides money for new projects on the ground. Until this year, the main spur to private finance was tax credits. But when the banks crashed, they could not claim the credit, as they had no profits to claim it against. The stimulus package allows firms to convert the tax break into upfront payments. Rules for applying were clarified in early July and from next month firms can put in their bids.

The biggest boost to wind, however, would be a federal bill requiring power companies to get a fixed proportion of their electricity from renewable sources along the lines already established by 33 states. The House of Representatives has passed a bill aiming to cap carbon emissions, which includes an obligation to buy renewables, but the AWEA (unsurprisingly) thinks it too modest. The bill now goes to the Senate, though passage is far from guaranteed. Even if it does not pass in its entirety, some form of

obligation remains a possibility. Wind still accounts for just under 2% of America's electricity. Despite the lull, that proportion seems certain to keep growing.

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Summit Puts Spotlight on Clean Energy – *Las Vegas Review Journal* – 7/30/09

Perspective is an interesting thing. If you're too far away from something, you don't see the details. If you're too close, you miss the big picture. In my experience, the best strategy for maintaining a healthy perspective is to keep both in mind. Look at the big picture and use it as a guide as you handle the necessary details.

With regard to green living, the big picture is the health of the planet and its biodiversity, especially as it pertains to the sustainability of our civilization. The details include the daily decisions we all make that are responsible for our collective results.

Take energy for example. Paying the monthly power bill is a detail, but how many of us take the time to think about our energy use in a larger context? Having a healthy perspective on energy is important to everyone. Fortunately we have an excellent opportunity to learn about the big energy picture in a unique and meaningful way.

Nevada will again be in the national energy spotlight on Aug. 10 as high-level industry leaders, scientists, policy experts and public officials gather for a day-long event at the Cox Pavilion. The National Clean Energy Summit 2.0: Jobs and the New Economy will be hosted by the Center for American Progress Action Fund, Sen. Harry Reid and the University of Nevada, Las Vegas.

The event will feature some of the brightest, forward-thinking experts in the field of clean energy, including former Vice President Al Gore, energy executive T. Boone Pickens, White House Council on Environmental Quality Special Adviser Van Jones, and United States Secretary of Energy Steven Chu.

This is a rare opportunity to bypass the media spin (did I just say that?) and learn by direct experience. Just listening to the always-passionate and articulate oratory of Jones is alone worth the price of admission. Add to that one of the most successful businessmen in the country (Pickens) along with a couple of Nobel Laureates (Chu and Gore) and you have a group with unparalleled diversity and expertise. This is perspective with a capital P. You can find out all the details and register for the event at cleanenergysummit.org.

There has never been a more crucial time to be informed about our energy options. Many countries, including ours, face tremendous economic challenges. At the same time, we must begin a rapid transition to a post-carbon society. The decisions we make now will determine the quality of life for generations to come. You should be a part of this important process.

The U.S., and especially Nevada, is poised to become a leading source of clean, renewable energy and the technology, jobs and economic benefits that go along with it. When coupled with deep efficiency and an ever-smarter grid system, a bright and affordable clean energy future awaits us. Time is not on our side however.

China and several other countries have recognized the importance of renewable energy and are quickly moving ahead. As just one example, China now has more than 40 million households using rooftop solar arrays to generate hot water. They've pioneered the installation of simple, low-cost systems on a massive scale in an effort to reduce pollution, including carbon emissions that are a direct result of burning coal. By the way, they've also created hundreds of thousands of green jobs in the process.

The U.S. has a history of rising to the challenge but the clean energy challenge has been unresolved for much too long. Rather than just wait for "them" to do it, homeowners can take action now. We must all educate ourselves about the issues of climate change, the real costs of burning fossil fuels or foolishly

building more nuclear plants to produce the most expensive energy in the world. Armed with the facts and a healthy, accurate perspective, we can make myriad daily decisions that will culminate in the realization of a worthy goal.

There are still a few folks who think this is all some sort of green conspiracy. Like the Marlboro Man, proudly smoking his death-delivering cancer stick, they maintain a false macho posture in support of dead-end coal or nuclear energy while deriding others who point out the vast majority of scientific evidence that surrounds them. Clean energy is part of the path to a sustainable society and the 2009 National Clean Energy Summit will help form the policy we need to get there.

Steve Rypka is a green living consultant and president of GreenDream Enterprises, a company committed to helping people live lighter on the planet. Steve can be reached via e-mail at steve@greendream.biz. More information relating to this column is posted at www.greendream.biz.

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Clean-Energy Projects Must Move Forward – *The Daily Journal* – 7/30/09

Now might not seem like the best time economically to move forward with clean-energy projects.

Since last year when oil prices were at record highs, gasoline prices have tumbled to $2.29 a gallon and natural gas has become cheap and abundant. These lower prices for fossil fuels have hurt the green revolution. T. Boone Pickens' planned wind farm in the Texas Panhandle became one of the economic casualties, and solar power is even more expensive than wind.

Despite these economic pressures discouraging renewable energy, New Jersey utility regulators made the right decision Wednesday to approve clean-energy projects for four utilities, including PSE&G (the state's largest).

We must move forward on renewable energy now. The state and country can't afford to wait until fossil fuel prices hit record highs again before we start moving down the green road toward energy independence in earnest. PSE&G says consumers initially will pay $1.28 extra a year to fund the project. That will increase to $4.08 by 2028. Still, that's a small price to pay to help reduce pollution, lessen our country's dependence on imported oil and do our part to reduce climate change.

Locally, the Landis Sewerage Authority is building solar fields and has a 3.7-kilowatt wind turbine planned for its property on Mill Road. In other projects, the federal government has given the go-ahead to four companies to explore whether it is viable to harness wind power off the coast of New Jersey.

Achieving energy independence, which is a matter of national security, won't be easy. But it begins with small steps, such as the green energy projects locally and PSE&G's plan to equip more than 200,000 utility poles with solar panels. The retrofitted poles and other devices are expected to generate enough energy to power about 64,000 homes.

Wind and solar power have major roles to play in any solution to our energy problems. Potentially, windmills off the East Coast could generate the same amount of electricity as 3,000 coal-fired power plants, energy experts have said. That's potential the state and country can't wait to take advantage of.

Government incentives and tax breaks for renewable energy can go a long way toward encouraging such projects. It's also critical that elected officials and Americans don't forget last summer's energy crunch and the inflationary pressure it caused. We mustn't lose sight of the goal of a cleaner, greener future.

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V Vehicle Meets Second Obligation for State Incentive Package – *The Monroe News Star* – 7/29/09

By Greg Hilburn

V Vehicle Co. has met a second obligation of its contract with Louisiana that allows the company to access another portion of the $67 million committed by the state as part of its incentive package, economic development Secretary Stephen Moret said today.

The company, which plans to begin assembling a new mystery car in the former Guide Corp. plant by the end of 2010, has provided confirmation to the state that it has raised more than $50 million in equity. Its deadline to meet that obligation was Aug. 1.

That threshold entitles the company to $10 million in state money, as well as office space in the state-owned former State Farm Operations Center. It also triggers a deal for the state to begin a Louisiana Fast Start program for V Vehicle, which is a program designed to deliver a turnkey work force to the company.

“It’s a great sign for the project, but not unexpected,” Moret said. “This shows a high level of interest and confidence in the project.”

Moret said “only a handful” of U.S. venture capital projects this year have matched V Vehicle’s level of capital raised, pointing to seven such projects reported by PricewaterhouseCoopers’ National Venture Capital Association MoneyTree Report so far this year.

“It’s hugely encouraging,” said Horst Metz, VVC’s vice president of assembly operations.

Metz said the company has raised considerably more than $50 million, but wouldn’t provide the exact amount. VVC chief executive Frank Varasano has said he hoped the company would raise about $100 million by Aug. 1.

“We’re planning to make an announcement in a couple of weeks to name investors that we’d like the public to know about,” Metz said.

The company already has already announced such high profile investors as the famed venture capital firm Kleiner Perkins Caufield & Byers and Texas energy baron T. Boone Pickens, as well as local investors like trucking titan James Davison of Ruston, Elton Kennedy of Morehouse Parish and Morris Mintz of Monroe.

State, federal and local officials have committed $87 million in cash incentives for VVC’s $100 million expansion of the Guide plant.

VVC can’t access the bulk of the money until it raises $350 million in combined equity and loans, but the final deadline for that isn’t until March 2010.

VVC has applied for $321 million in low-interest loans from the U.S. Department of Energy’s Advanced Technology Vehicles Manufacturing program. A spokesman for the energy department said the next round of recipients for those loans could be announced as soon as this summer.

Metz said the $10 million from the state and the $2.5 million that the company is required to spend during Phase 2 of construction will be a direct boost to the local economy.

“A great majority of that will be spent on wages and consulting fees to local firms,” Metz said, citing Denmon Engineering and PPM Consultants as Monroe companies that are already doing site work at the Guide plant.

VVC hopes to complete the expansion of the plant from in as few as 12 months.

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BROADCAST COVERAGE

1. Today **DMA: N/A**
NBC (---) National **Spot Cost: $37,577**
07/29/2009 08:00 AM - 09:00 AM **Est. Audience: 5,090,000**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

00:42:58 TZ; Texas: Locals consider their culture Texan rather than Mexican or Southwestern. V; Cartier store. V; Fendi store. The state holds three of the top 10 largest cities in the US. TX is the biggest producer of **oil**, cattle and cotton. V; Cattle. V; Stockyards Station. I; Unidentified man, every generation produces another set of Texans who have a love for the grand gesture. Willie Nelson, LBJ, Ann Richards are Texans who are full of wit and love to bask in attention. V; Willie Nelson. V; LBJ. V; Ann Richards. Both former Presidents Bush live in TX. V; Bush 41. V; Bush 43. Billy Bobs Texas in Fort Worth is the world's biggest honky tonk. V; Billy Bobs Texas. The Prestonwood Baptist Church in Dallas houses 28,000 congregants. V; Church service. I; Pastor, it is not a big church it is a small town. In a recent poll, 30% of Texans feel they have the right to secede which Gov Perry said was an option. V; Gov Perry. **T Boone Pickens** wants people to use **wind** not **oil**. V; **T Boone Pickens**. V; **Wind** turbines. Kathie Lee and Hoda got Matt habenero peppers. V; Habenero peppers. Al gets a pepper grinder. V; Pepper grinder. Meredith gets an armadillo charm. Ann gets a charro. Jim Bell gets art from the Gun Store in Bandera, TX. 00:48:29

2. WHP CBS 21 News At 11 PM **DMA: 41**
WHP-TV CH 21 (CBS) Harrisburg/Lancaster/Lebanon/York **Spot Cost: $150**
07/29/2009 11:00 PM - 11:35 PM **Est. Audience: 15,417**

Available formats: QuickView, DVD, CD, digital link, videotape, transcript, NewsBoard

[CC] 00:22:46 A man recently recognized as one of Time magazine's "world's most influential people" was in Lancaster County tonight. **T Boone Pickens** was the keynote speaks at the Lancaster Chamber of Commerce's annual dinner. **Pickens** has a plan to reduce the US consumption of foreign **oil**. "I don'**t** like to just analyze, I felt like it was my turn to serve." **Pickens**'s plan includes increasing use of solar and **wind energy**. 00:24:50