



T. Boone Pickens Media Coverage 12.8.09

Total of 5 Placements

- Blog/Online: 1
- Broadcast: 4

Coverage Summary:

A *Seeking Alpha* blog looks at Pickens' idea to switch the fleet of heavy trucks running on diesel to natural gas. The writer quotes Pickens' op-ed in the December 14th issue of *Forbes Magazine* and says this idea is attractive since natural gas is already significantly cheaper than crude oil-based fuels if measured in terms of energy content.

Highlighted Placements (Full Articles Below)

- **T. Boone Pickens: Move 18-Wheeler Fleet to Natural Gas** – *Seeking Alpha* – 12/8/09

HIGHLIGHTED COVERAGE

T. Boone Pickens: Move 18-Wheeler Fleet to Natural Gas – *Seeking Alpha* – 12/8/09

By Ravi Nagarajan

T. Boone Pickens made headlines in 2008 with his “Pickens Plan” for American energy independence. The plan, which consisted of a combination of wind farms and greater use of natural gas, was unveiled as crude oil prices reached an all time peak. At the time, natural gas prices were also reaching record highs. Both crude oil and natural gas prices later plummeted as the severity of the recession became apparent.

While both crude oil and natural gas prices have recovered since the lows, natural gas relative to oil remains cheaper. Some consumers of energy have made attempts to substitute natural gas for crude oil based fuels, as we discussed in an article regarding Qatar Airways’ first natural gas powered flight in October.

Mr. Pickens wrote an article for the December 14 issue of *Forbes Magazine* entitled End the Mideast Oil Addiction. The premise of the article is that the United States still lacks a coherent energy policy and risks future economic and political stability by continuing to be heavily dependent on imports of foreign oil. In contrast, China is proactively securing energy supplies in several countries around the world. Mr. Pickens argues that the United States is awash in natural gas and has a century’s worth of supply at current consumption rates. New methods of extracting gas from shale deposits, while potentially more costly, provide additional sources of domestic supplies.

In the following excerpt, Mr. Pickens presents an interesting idea regarding the potential to dramatically cut the need for imported crude oil by switching the fleet of heavy trucks from diesel to natural gas. This would have the added benefit of reducing carbon dioxide emissions as well, a point that is not lost on those following the Copenhagen climate summit this week:

About 70% of the oil we import is used as fuel for America’s 250 million cars and light trucks and 6.5 million heavy trucks. Nearly half of the oil used for transportation is used as diesel fuel to power 18-wheelers. Natural gas is the only alternative. It is not only more abundant; it costs half as much and emits almost 30% less carbon dioxide.

If, in the normal course of replacements, we exchanged those 6.5 million heavy trucks running on largely imported diesel for new ones running on domestic natural gas, we could reduce our imports by 2.5 million barrels per day. We would be able to reduce our dependence on oil from the Middle East by half in only seven years.

This idea is attractive and should not require heavy handed government interventions or subsidies. Natural gas is already significantly cheaper than crude oil-based fuels if measured in terms of energy content. The question is whether adequate production of liquefied natural gas can be brought online in a reasonable timeframe and whether distribution systems can be updated for the fuel.

BROADCAST COVERAGE

1. Oklahoma News Report
KETA-TV CH 13 (PBS) Oklahoma City
12/07/2009 06:30 PM - 07:00 PM

DMA: 45
Spot Cost: \$58
Est. Audience: 7,370

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

[CC] 00:17:05 (guest being interviewed is Ok Energy Sec. Robert Wagner)... Did this ruling by the EPA catch anyone by surprise. Not really..... ...The real key if we think about a clean energy portfolio is that we

have a foundation built on natural gas and then we use others like wind and geothermal and efficiency that can't scale the same as natural gas but can provide some balance and hedges to price volatility . Which sounds similar to the **Pickens Plan**. It is very similar to the **Pickens Plan**. That's right. What besides natural gas and oil fossil fuels, do you see as being the next big thing in energy in Oklahoma? Natural gas will be the next big thing in energy in Oklahoma for 50 years at least. The key is what partners we put into place with natural gas. The next big thing will be how we increase the use of our natural gas in base loader generation and then after that look to developments in wind wind and demand management to help increase our use of natural gas and at the same time protect our customers from the price volatility. How does the EPA ruling impact the cap and trade bill still in congress? I think it's an end run around the cap and trade bill 00:19:22

2. Market Call

Business News Network (---) National Canada

12/07/2009

12:30 PM - 01:30 PM

[CC] 00:15:01 (guest is former prime minister Paul Martin)...This idea that we're waiting for the Americans, you know, is just simply not true. The Americans are --In terms of the investments in new technologies, in terms of automobile emission structures, all of this kind of thing, they're way ahead of us. So right now unfortunately we're in a position where we have to play catch-up. But, you know, these are domestic political issues. I'm certainly not going to be talking about those when I'm over there. I'm over there representing really the 11 nations of the Congo Basin Forest and these are the poorest people of the poor. But they are a substantial part of the answer to this issue, and they're a substantial part to those who want to get to 2020 with a reasonable number and then to 2030 and 2050. I think it would be a tragedy if we really forgot, you know, what dealing with the deforestation and forest degradation can really mean from a very positive way for the rest of the world. Howard: you know, I mentioned Rick George being on the programme recently. **Boone Pickens** was also with us recently. As you know he's been talking alot about **natural gas** and clean **fuels** and so forth. And he has a story that he likes to tell, where he goes into a room and he asks everybody in the room to raise their hands if they're an environmentalist. Pretty much everybody puts their hand up. And then he says and how many of you would be an environmentalist if it cost you \$1,000 a year as well? And the hands kind of creep down. Do you think he's onto something there? That when people really have to pay for it, which we all seemingly have to do in order to make this happen, that we run into problems? Well, I think that if there was very clear direction provided, then I think ...I think that people would step up into it... 00:16:40

3. Market Call Tonight

Business News Network (---) National Canada

12/08/2009

12:00 AM - 12:30 AM

[CC] 00:15:34 (guest is former prime minister Paul Martin)...This idea that we're waiting for the Americans, you know, is just simply not true. The Americans are --In terms of the investments in new technologies, in terms of automobile emission structures, all of this kind of thing, they're way ahead of us. So right now unfortunately we're in a position where we have to play catch-up. But, you know, these are domestic political issues. I'm certainly not going to be talking about those when I'm over there. I'm over there representing really the 11 nations of the Congo Basin Forest and these are the poorest people of the poor. But they are a substantial part of the answer to this issue, and they're a substantial part to those who want to get to 2020 with a reasonable number and then to 2030 and 2050. I think it would be a tragedy if we really forgot, you know, what dealing with the deforestation and forest degradation can really mean from a very positive way for the rest of the world. Howard: you know, I mentioned Rick George being on the programme recently. **Boone Pickens** was also with us recently. As you know he's been talking alot about **natural gas** and clean **fuels** and so forth. And he has a story that he likes to tell, where he goes into a room and he asks everybody in the room to raise their hands if they're an environmentalist. Pretty much everybody puts their hand up. And then he says and how many of you would be an environmentalist if it cost you \$1,000 a year as well? And the hands kind of creep down. Do you think he's onto something there? That when people really have to pay for it, which we all seemingly have to do in order to make this happen, that we run into problems? Well, I think that if there was very clear direction provided, then I think ...I think that people would step up into it... 00:17:08

4. The Business News

Business News Network (---) National Canada

12/07/2009

06:30 PM - 07:00 PM

[CC] 00:15:52 (guest is former prime minister Paul Martin)....This idea that we're waiting for the Americans, you know, is just simply not true. The Americans are --In terms of the investments in new technologies, in terms of automobile emission structures, all of this kind of thing, they're way ahead of us. So right now unfortunately we're in a position where we have to play catch-up. But, you know, these are domestic political issues. I'm certainly not going to be talking about those when I'm over there. I'm over there representing really the 11 nations of the Congo Basin Forest and these are the poorest people of the poor. But they are a substantial part of the answer to this issue, and they're a substantial part to those who want to get to 2020 with a reasonable number and then to 2030 and 2050. I think it would be a tragedy if we really forgot, you know, what dealing with the deforestation and forest degradation can really mean from a very positive way for the rest of the world. Howard: you know, I mentioned Rick George being on the programme recently. **Boone Pickens** was also with us recently. As you know he's been talking alot about **natural gas** and clean **fuels** and so forth. And he has a story that he likes to tell, where he goes into a room and he asks everybody in the room to raise their hands if they're an environmentalist. Pretty much everybody puts their hand up. And then he says and how many of you would be an environmentalist if it cost you \$1,000 a year as well? And the hands kind of creep down. Do you think he's onto something there? That when people really have to pay for it, which we all seemingly have to do in order to make this happen, that we run into problems? Well, I think that if there was very clear direction provided, then I think ...I think that people would step up into it... 00:17:31