

From: Thomas Roth  
Sent: Mon Jun 14 15:23:34 2010  
To: Ron Shuman  
Subject: FW: cement white paper  
Importance: Normal

Ron:

As discussed this afternoon...Tommy

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**From:** Thomas Roth  
**Sent:** Monday, June 14, 2010 8:24 AM  
**To:** Bill Dean; Anthony Badalamenti; Simon Turton  
**Subject:** RE: cement white paper

Good points below.

I think that we need to continue to market foam cement. We need to use caution though in promoting foam cement in the public domain such as in a tech forum before multiple customers and potentially the press. In such settings, once we open topic of foam cement, the speaker could be attacked by questions concerning the DW Horizon that we are unable to defend ourselves against due to confidentiality issues with BP as customer.

Internally and before individual customers, we need to move forward in promoting solutions at every opportunity. Well security is a topic an increasing number of customers will want to review for improved methods following publicity of DW horizon, PA blow outs, ground water issues, etc...Tommy

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**From:** Bill Dean  
**Sent:** Monday, June 14, 2010 8:15 AM  
**To:** Anthony Badalamenti; Simon Turton; Thomas Roth  
**Subject:** cement white paper

Do you really think now is the time to write a white paper, given the >200 lawsuits over the gulf incident and various people representing themselves as customers to find info on zoneseal? Why don't we ask Kelley Green's advise first?

Regards,  
Bill Dean  
Office: 281.575.4545  
Cell: 281.536.6046

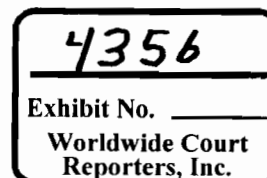
**From:** Anthony Badalamenti  
**To:** Simon Turton  
**Cc:** Ron Shuman  
**Sent:** Sat Jun 12 10:34:58 2010  
**Subject:** cement white paper

Simon -Yesterday I bumped into Ron Shuman (VP - US South), during our conversation Ron mentioned that he has noticed that our operations, engineers and BD teams are reluctant to design and sell solutions to their customers. In the past 3 years we have increased our work forces substantially; as such our teams may not have the technical and operations experience in foam cementing that would enable them to be comfortable to design and present to our customers.

Ron suggested that we address the basic engineering and operational information needed that would give our teams the ability to begin designing, selling, and executing jobs.

What would you think about asking David Kulakofsky to visit with Ron on this request and develop a simple to understand white paper?

Your comments and recommendations are really appreciated.



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Thanks Anthony

