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Sent: Tuesday, May 25, 2010 4:29:58 PM
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Subject: Re: RE:

OK -

I am now off my conference calls and have got my team to agree on what we are going to produce for the announcement on Thursday. I want to give you a heads up on this so that you can think about how to message it.

My concern in working with the plume flow group is that depending on which person is giving the estimate, they can be all over the board. So the uncertainty at the high end is really large, and in fact unrealistically so. But the group was perfectly willing to admit that if we put out a range of flow rates that are "allowed" by their data, even ones that are unrealistically large, the media will immediately grab ahold of the largest value and use it as a headline.

So I have their agreement that what we will do is take the USGS result and the result from the flow modeling group, and provide our best estimate of the minimum rate of release of the Deepwater Horizon well. So for example, I don't have the exact numbers yet, but we might say something like, "Multiple lines of scientific evidence agree that the rate of release is at least 14,000 to 20,000 barrels of oil per day." We believe that a statement like this will be much more helpful to emergency responders than the current 5000 barrels per day, is honest, and yet is not as alarmist as the 70,000 barrels that has been picked up by the media and is demonstrably wrong.

Marcia
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IGS678-005112
TRES-144757.0001