



#### Rigs & Rig-related Equipment Ratings Snapshot

Derrick Equipment		
	Rating	Trend
Performance & Reliability	VERY HIGH	↓
Engineering & Design	VERY HIGH	↔
Cameron Int'l		
Performance & Reliability	HIGH	↔
Engineering & Design	MED	↑
M-I SWACO		
Performance & Reliability	MED	↔
Engineering & Design	MED	↑
Caterpillar		
Performance & Reliability	MED	↓
Engineering & Design	MED	↔
Weatherford Int'l		
Performance & Reliability	MED	↑
Engineering & Design	MED	↑
LeTourneau Technologies		
Performance & Reliability	MED	↑
Engineering & Design	MED	↑
National Oilwell Varco		
Performance & Reliability	VERY LOW	↑
Engineering & Design	LOW	↑
Tesco		
Performance & Reliability	LOW	↓
Engineering & Design	LOW	↓

#### A NEED FOR BETTER PERFORMANCE

Few things can sour a relationship faster than watching wellsite operations that cost tens, or even hundreds, of thousands of dollars a day grind to a halt due to poorly performing rigs and/or rig-related equipment. As a result, both oilfield operators and suppliers pay considerable attention to the assortment of equipment comprising the rigs that they contract and own. Unfortunately, results from EnergyPoint Research's independent customer satisfaction surveys in recent years suggest satisfaction with such equipment varies greatly. Moreover, the evidence indicates many rig and equipment manufacturers have considerable room for improvement, particularly when it comes to post-sale support, product availability and delivery, and pricing. In fact, unless significant improvements are made among integrated equipment providers, we expect capital and customers to facilitate more customer-minded new entries into the space.

#### CATEGORY KILLER OR INDUSTRY ALBATROSS?

In the minds of many industry observers and participants, the conversation regarding rigs and rig-related products often begins and ends with National Oilwell Varco (NOV). To be sure, no other supplier can claim the depth and breadth of products and organizational scope offered by the company. That said, data from EnergyPoint's customer satisfaction surveys suggests the conversation concerning NOV is all too often a gripe session rather than friendly banter. Since 2005, when EnergyPoint first started collecting data on NOV legacy companies National Oilwell and Varco Int'l, the company has consistently registered ratings in the bottom quartile in terms of both respondents' overall satisfaction and willingness to recommend. NOV has suffered from particularly low ratings in the nettlesome areas of product delivery and post-sale support. While competitors such as Rowan Companies' LeTourneau Technologies, Forum Oilfield Technologies and Global Energy Services (previously IDM Equipment) have all taken notice of customers' dissatisfaction with NOV, none appear yet to have made substantial inroads as the logical alternative. Of the three, our surveys suggest LeTourneau is likely best positioned to do so. Respondents rate LeTourneau's products particularly high for their ease of installation, operation and maintenance. The company has also garnered considerable plaudits for its accountability after the sale.

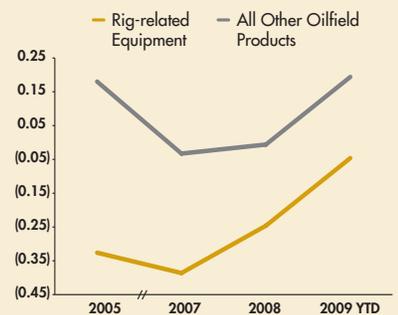
#### DOING FEWER THINGS WELL

As has been the case in other EnergyPoint surveys, suppliers focused more narrowly on specific product categories tend to receive higher satisfaction marks from respondents than integrated suppliers. For example, Derrick Equipment, maker of shale shakers and other drilling fluids management equipment and systems, continues to post impressive scores. Cameron Int'l, M-I SWACO and Caterpillar also enjoy above-average ratings. Indeed, until the industry's integrated equipment suppliers address problems many customers associate with both their organizations and their products, these and other specialized equipment providers will likely continue to enjoy their fair share of customer preference and orders.

#### ABOUT THE DATA

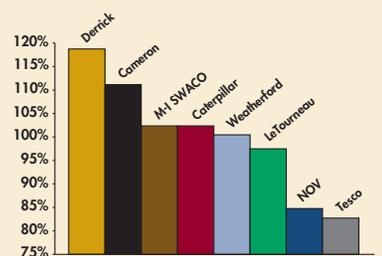
This report is derived from over 5,200 customer evaluations of suppliers of oilfield products and materials, including more than 1,000 evaluations in the category of rigs and rig-related equipment, via EnergyPoint's 2005 - 09 independent surveys. In exchange for participating, respondents were provided survey results in the form of EnergyPoint's MarketPartners® Reports and Updates, past versions of which may be found at [www.energypointresearch.com](http://www.energypointresearch.com).

**Rig-related Equipment: Subpar Ratings over the Years**  
Ratings Vs. Long-term Average of All Oilfield Product Categories in EnergyPoint Surveys



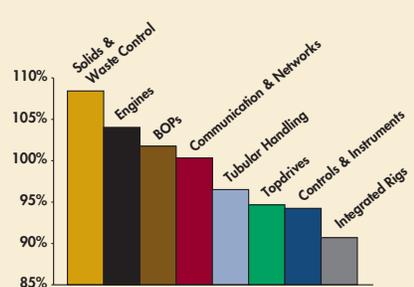
**How Select Suppliers Measure Up**

Rig-related Product Ratings as % of 2007 - 09 Average



**More Satisfied with Components Than Rigs**

Rig-related Category Ratings as % of 2008/09 Average



\* 2007 through 2Q 09 ratings. Trend since 2007.

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EnergyPoint Research provides independent research regarding the oil and gas industry's satisfaction with the products and services it purchases and utilizes. The firm offers industry professionals and their employers opportunities to provide comprehensive and confidential feedback to suppliers through objective and independent evaluation processes. In return for participating in surveys, respondents and their employers receive complimentary survey results in the form of EnergyPoint's *MarketPartners*® Reports and Updates. Through the *MarketPartners*® Program, EnergyPoint regularly surveys significant cross-sections of experienced industry participants involved in the selection and utilization of oilfield products and service providers. Survey participants range from managers at some of the world's largest energy companies to field personnel at independents and regionals. To learn more about EnergyPoint Research and our benchmark surveys, go to [www.energypointresearch.com](http://www.energypointresearch.com) or call us in Houston at +1.713.529.9450.

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