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PETROLEUM HR COUNCIL WEBSITE WWW.CAREERSINOILANDGAS.COM WINS ENERGY TV AWARD

(Calgary, AB) – The Petroleum Human Resources Council of Canada (the Council) is pleased to announce that its new website www.careersinoilandgas.com was recently recognized as the Top HR Initiative at the second annual Energy TV Awards. The awards, held in Calgary June 11, 2008 and broadcast nationally June 28, 2008, showcased the “picks of the patch” – the projects, people and companies that stand out in Canada’s innovative energy industry. The careers in oil and gas website was in good company among other award winners, including Nabors Canada, Nexen Inc. and OPTI Canada.

The careers in oil and gas website deserved the recognition it received. It is the only site that provides job seekers with the three kinds of information they want about the petroleum industry: what it’s like to work in the industry; what education or training is required for specific careers; and where the jobs are today. Launched in November 2007, www.careersinoilandgas.com hosts almost 7,000 visitors a month. Each month, new visitors account for three quarters of all unique visitors, so interest in the site is growing.

Although only a few months old, the site has already undergone a major transformation. The website now features resources specifically for under-represented groups of job seekers, such as immigrants, Aboriginals, women and minorities. In addition, a What’s New section on the home page highlights the latest site updates and career trends and the new Advertise with Us pages explain how employers can connect directly with site users. Many petroleum industry companies are already taking advantage of the site’s targeted advertising opportunities.

In June, the www.careersinoilandgas.com website was featured at the Council’s exhibit at the Global Petroleum Show Career Exposition in Calgary and the Atlantic Canada Petroleum Show in St. John’s. Thousands of potential workers and employers visited the exhibit and got a personal tour of the website. The site’s traffic spiked on the days around the shows, as job seekers and others followed up their on-site experience with an online visit to the award-winning website.

The Petroleum HR Council, established in 2001, is supported by 11 oil and gas national and regional industry organizations, including one union. It represents the primary sectors of the upstream petroleum industry in Canada: exploration and production, service industries, pipeline transmission, natural gas processing, and mining, extracting and upgrading of heavy oil and bitumen.

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For more information, please contact:

Jaimè Croft Larsen, Manager, Marketing and Communications

Email: jcroftlarsen@petrohrsc.ca

Tel: (403) 735-9128

Toll-free: 1-866-537-1230

Web: www.petrohrsc.ca OR www.careersinoilandgas.com