



NEWS RELEASE

Political and business veterans appointed to oil sands industry group

Pat Nelson and Michael Burt to provide leadership to the In Situ Oil Sands Alliance

Tuesday, July 7, 2009 – Calgary, AB: Today, the In Situ Oil Sands Alliance (IOSA) announced two new leadership appointments for the organization. Pat Nelson will serve as Vice-Chair of the active industry group and Michael Burt will take the role of Managing Director.

“This is a significant period for IOSA and Pat and Mike bring the right background to help achieve our goals,” said Glen Schmidt, Chairman of IOSA and President and CEO of Laricina Energy. “It is crucial the government and public understand the benefits *in situ* development brings both economically and environmentally. This issue is becoming increasingly relevant given the demand for secure and clean energy globally. Their experience and dedication to the industry will ensure the *in situ* perspective is considered in any oil sands discussion.”

As Vice-Chair of IOSA, Ms. Nelson will interact with key stakeholders about *in situ* oil sands industry perspectives including environmental protection, regulations, and public awareness and information. Her first public presentation in the role will be Wednesday, July 8th, at 2:35 pm at the TD Newcrest Unconventional Oil Forum in Calgary.

“The world’s need for oil will only continue and the Canadian oil sands will be an important resource satisfying that need,” said Ms. Nelson. “The goal of all the members of IOSA is to unlock that resource in a safe and environmentally responsible way. The innovations our members are implementing to do this should make all Albertans and Canadians proud.”

Ms. Nelson has extensive experience in the oil and gas industry prior to entering politics. She served over 15 years as an elected member of the Legislative Assembly of Alberta including five years as the Minister of Energy and four years as the Minister of Finance. She is currently the President and CEO of the Calgary Health Trust and will remain in her present capacity while she assists IOSA with the important work ahead.

Mr. Burt’s extensive experience managing policy development, regulatory issues and environmental concerns for one of Alberta’s largest, fully integrated *in situ* developments earned him a reputation as a trusted and reliable source to lead IOSA. He has also been actively involved in a number of board positions for environmental monitoring associations throughout Alberta. This experience will prove invaluable as IOSA faces the many public policy issues that are currently being discussed.

About IOSA

IOSA is the voice of an alliance of vibrant, dedicated and forward-thinking *in situ* oil sands developers. Their goal is to manage the responsible development of the *in situ* oil sands

industry through investing in new technologies and innovations to reduce operating and capital costs and continue to reduce environmental impacts.

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