

PickensPlan.com

Our Objective

Get America off of
foreign oil using
domestic natural gas



The Pickens Plan

- Award-winning education/public affairs and advertising campaign
- Promoted the “Boone brand” and educated America about the danger of foreign oil reliance
- The media, Congress and the Administration adopted Boone’s “foreign oil” rhetoric
- Expanded understanding and appreciation of the benefits of domestic natural gas
- Built an Army of 1.6M+ supporters from every state and Congressional District

Communication Tools

- Strategic mix of traditional and new communication tools maximized success and reach
 - Advertising (TV, radio, print, online)
 - News media (TV, radio, print, online)
 - Capitol Hill outreach
 - Social media
- Each piece complements the other

The Pickens Plan Army

- Active volunteer leaders across the country
- Almost half of the Army has taken some kind of action
- Army activity via PickensPlan.com:
 - 350,000+ letters to Members
 - 200+ LTEs published/ 1,500+ generated
 - 55,000+ signed Energy Independence NOW petition in one week—80,000+ in 2 weeks
 - 80,000+ watched new 2010 Whiteboard videos
- Active social media constituency at the core

The Social Media Phenomenon

- Explosive growth:
 - In June 2010, the average American spent 23% percent of their Internet time on social networks (up from 16% June 2009)
 - 8.3% of their time online is used to check and reply to emails (down almost 30% year-on-year)
 - Ad spending projected \$2.5B 2010, up from \$0.5B in 2006, and growing
- Social media isn't a fad—it's an important, and growing, communication tool

Leveraging the Social Networks

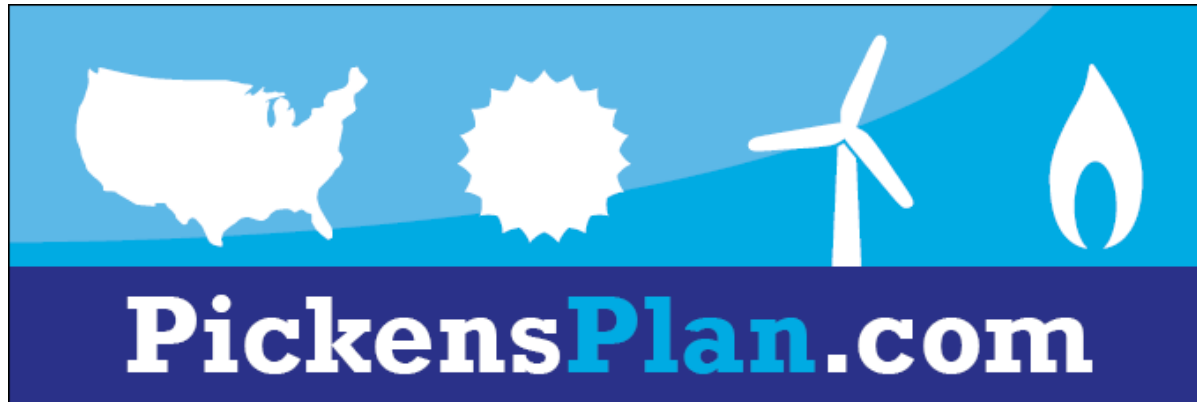
- Army members via social networking among our most active supporters and the fastest growing demographic
- Tremendous growth successes and opportunities
 - 34,000 Facebook Fans
 - 20,000 Twitter Followers
- Coordination and information sharing with allies



NGVAMERICA
Natural Gas Vehicles for America



- Ability to watch trends—positive and negative
- Pipeline to get timely information out quickly, activate an always-on community and cross-support other organizations and messages



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