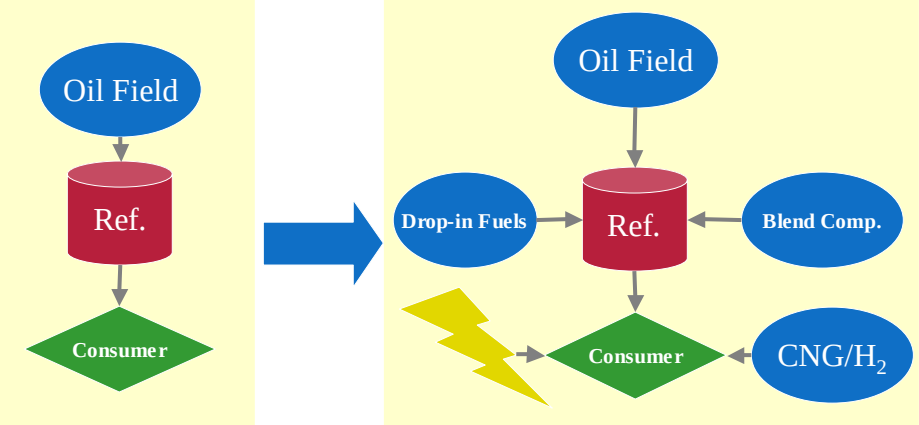
Overview

Scatter Shot Reform analyzes how the global transport fuel markets will develop in the coming decades, and quantifies the impact of each technology on a region-by-region basis. The ultimate result is a forecast of the global influence of these forces on transport fuel demand through 2025.

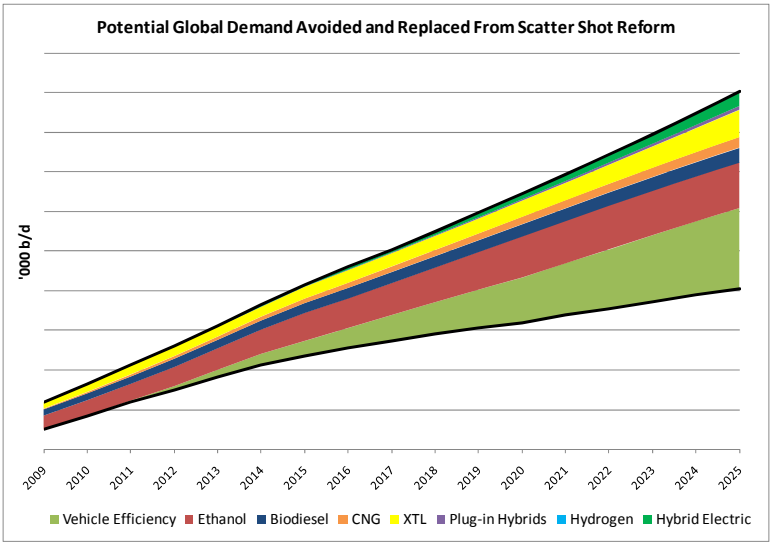


ESAI's analysis shows that competing and most often conflicting reform will result in a vastly different fuels landscape than the comparatively simple gasoline and diesel market in place today. This sector will most likely not develop in a manner envisioned by any stakeholder in the current process.

This *active study* examines the global impact on transport fuel demand of emerging fuel and technology options. It addresses the rising tide of tighter vehicle economy standards, sustainability concerns, global oil markets, and new technology and fuels, highlighting factors that will impact the future landscape.

As part of its ongoing examination of this market, ESAI will release the first ESAI Alternatives and Petroleum Quarterly in February 2010, which will provide the most current view of the forecasts in Scatter Shot Reform.

Analyzing and Quantifying the Global Impact On Oil Markets, Gasoline and Diesel



ESAI has gathered and synthesized a wide range of public, private, and proprietary information, reconciling often conflicting viewpoints to develop a comprehensive view of the market potential for alternative fuels and new vehicle technologies. This new data is evaluated alongside ESAI's deep experience in the energy industry and comprehensive database of petroleum fundamentals. The result is a holistic understanding of transport fuel demand through 2025.

BENEFITS: A COMPLETE UNDERSTANDING OF ALTERNATIVE FUELS AND VEHICLE EFFICIENCY

- **An independent and complete view on the true impact and potential** of automotive technologies, climate change, policy, and economics.
- **Clarity and insight** on the viability of low-cost, low-carbon, scalable and sustainable fuels.
- **Foresight into the series of hurdles affecting long-term success** to identify potential strategies.
- **Anticipate and adapt to changing market conditions and an evolving field of players**. ESAI's *active study* approach will update as this field grows and gains influence.
- For a description of the topics included in the study, please see the attached **Table of Contents**.

ESAI'S *ACTIVE STUDY* APPROACH WILL KEEP YOU PREPARED AND UP-TO-DATE

Our goal is to keep you prepared, so that you can act when the time comes. ESAI's study is not designed to be a single interaction. Instead, it is an *active study:*

- **Quarterly Updates:** ESAI will issue updates as the market landscape changes. The first *ESAI Alternatives and Petroleum Quarterly* will be released in February 2010. In addition to recalculating ESAI's forecast with up-to-date information, it will discuss:
  - Updated Regional and Global Data Tables, by Fuel and Technology through 2025.
  - Beyond Cap-and-Trade: California's LCFS and the Rise of Regional Fuels Policies.
  - The State of Technology: Battery-Electric Vehicles and Alternative Power trains.
  - ESAI's Global Crude and Product Forecast: Implications for Alternative Fuels.
- **Expert Support:** ESAI experts are available to elaborate on the study's conclusions and forecasts for near- and long-term strategic planning.
- **Tailored Research:** *Scatter Shot Reform* draws from a wide information resource as well as ESAI's comprehensive petroleum fundamentals database. ESAI can tailor the report to suit your needs and information requirements, addressing specific issues.

DELIVERABLES AND PRICING

Current ESAI customers will receive a 20% discount.

- **Scatter Shot Reform, ESAI Alternatives and Petroleum Quarterly, and Expert Support:** A copy of the 250+ page report, plus quarterly updates and access to ESAI experts. A one-year membership is $15,000.
- **ESAI Alternatives and Petroleum Quarterly:** Receive ESAI's alternatives forecast and quarterly updates for $5,000 annually.
- **Workshops:** ESAI experts are available to present the findings of the study for an additional fee, plus travel and expenses (if applicable).

ABOUT ESAI

Energy Security Analysis, Inc. is an energy research and consulting firm located outside of Boston, Massachusetts. Since its inception in 1984, ESAI is the recognized authority on energy markets helping clients stay on top of the petroleum, natural gas, and power markets. ESAI provides market analysis and strategic decision-making support to producers and consumers of energy around the world and is dedicated to monitoring, analyzing, and synthesizing information about world-wide energy markets. Visit www.esai.com for more information.

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REQUEST FOR MORE INFORMATION/ ORDER FORM

If you are interested in subscribing to Scatter Shot Reform or the ESAI Petroleum and Alternatives Quarterly, please contact Soner Kanlier at skanlier@esai.com or **781-245-2036 x22**. You may also fill out and return this form, either via fax to **781-245-8706**, or by postal mail to **401 Edgewater Place, Suite 640, Wakefield, MA 01880.**

FEE SCHEDULE

Scatter Shot Reform: Fuel Engine Pathways for Automotive Transportation 2010-2025 and ESAI Petroleum and Alternatives Quarterly:

- ESAI Clients: US$12,000
- Non-Clients: US$15,000

ESAI Alternatives and Petroleum Quarterly Only:

- ESAI Clients: US$4,000
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I agree to the terms stipulated in this prospectus. I agree to maintain the study's confidentiality and not to publish, copy, or divulge any portion of its contents to any third parties beyond the employees of the enrolling organization without prior consent by ESAI

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