



THETA

OILFIELD SERVICES, INC.

NEWSLETTER

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June 2008

Published by:

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Theta Introduces XROD

Theta Oilfield Services has introduced a new advanced Artificial Intelligence (AI) based design program called XROD-V. This new software which has just become available for licensing, has some revolutionary new features that allow anyone to come up with almost perfect rod pumping system designs in seconds.

XROD combines RODSTAR-V with AI and new design scoring technology to create the easiest and most powerful rod pumping software for non-deviated wells ever created.

In XROD, you start out by setting up the program with your preferences for rod string type (steel only, or Fiberglass-Steel), high strength rod type, pumping unit manufacturers to consider and a few other settings. Then, you simply enter your pump depth and target production and the

program comes up with the a best system design for each of the pumping unit manufacturers you selected, summarized in an Excel spreadsheet.

XROD has the ability to "learn" from its own runs and it becomes faster and smarter the more you use it. If XROD finds a better design than what it originally recommends, it learns from this and remembers this new design forever. This is done automatically and without intervention from the user.

XROD scores its own designs and the designs you enter yourself (A, B, C, etc.). If you enter your own design and get a low score, it recommends ways to improve your design. You can easily modify the designs XROD recommends and can save the recommended designs as individual RODSTAR-V files.

You can also setup XROD to only consider pumping units you have available instead of recommending new units that must be purchased.

XROD has AI and Non-AI Modes

XROD has a button on the toolbar that allows you to easily switch to AI or non-AI mode. In the non-AI mode, XROD acts like RODSTAR-V and allows you to either enter your own system design or modify any

of the system designs the AI mode recommends. Also, even in non-AI mode, XROD can design the sinker bars along with the rod string.

XROD has all the features of RODSTAR-V including the ability to load RODSTAR, RODDIAG, XDIAG, and CBALANCE files. XROD is useful not only for newly hired engineers with little experience in rod pump system designs, but also for anyone who wants to get great designs in very short amount of time.



The time savings and improved designs of XROD will allow you to pay for the software in a few months.

When you license XROD, you also get a license for RODSTAR-D.

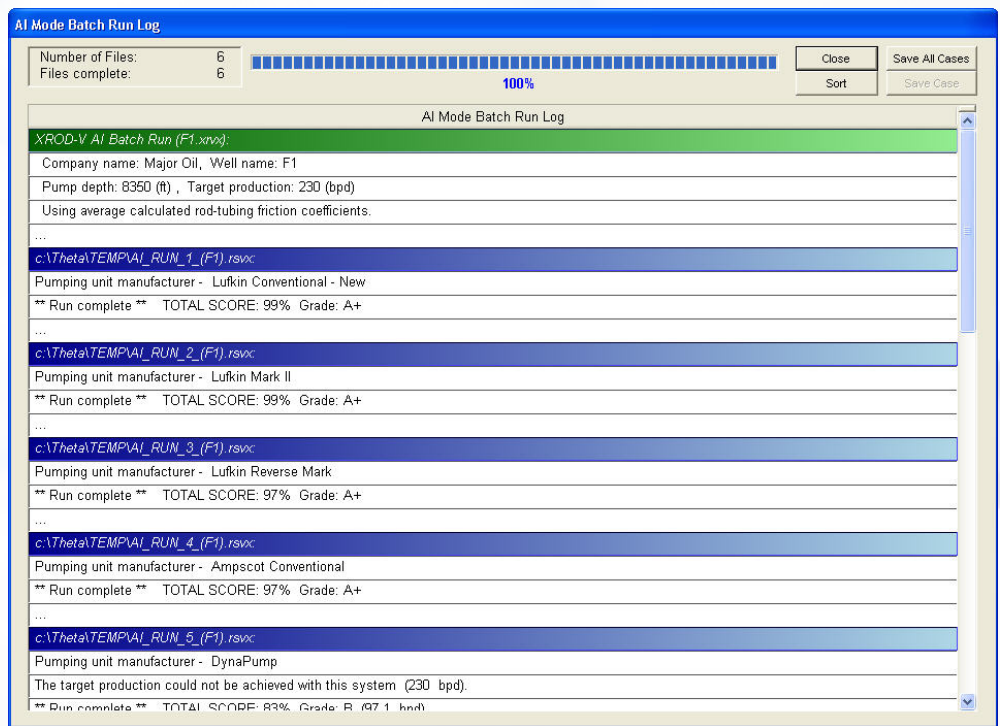
The cost for one copy of XROD is \$12,995.00 which includes one year of technical support.

However, from now until the end of August, we have a special offer that

allows you to get XROD for only \$9995.00. Also, all current users of RODSTAR-V or RODSTAR-D with technical support can upgrade to XROD by paying the difference between what they originally paid and the cost of XROD. In other words, we give you 100% credit for what you paid already for RODSTAR-V or RODSTAR-D.

Our web site contains two videos that discuss XROD in more detail and show you a demonstration of its capabilities. Also, we have a video podcast you can download from our web site or with iTunes (search for "Theta Oilfield Services" in the iTunes store). You can play this podcast on your computer or on your iPod or iPhone.

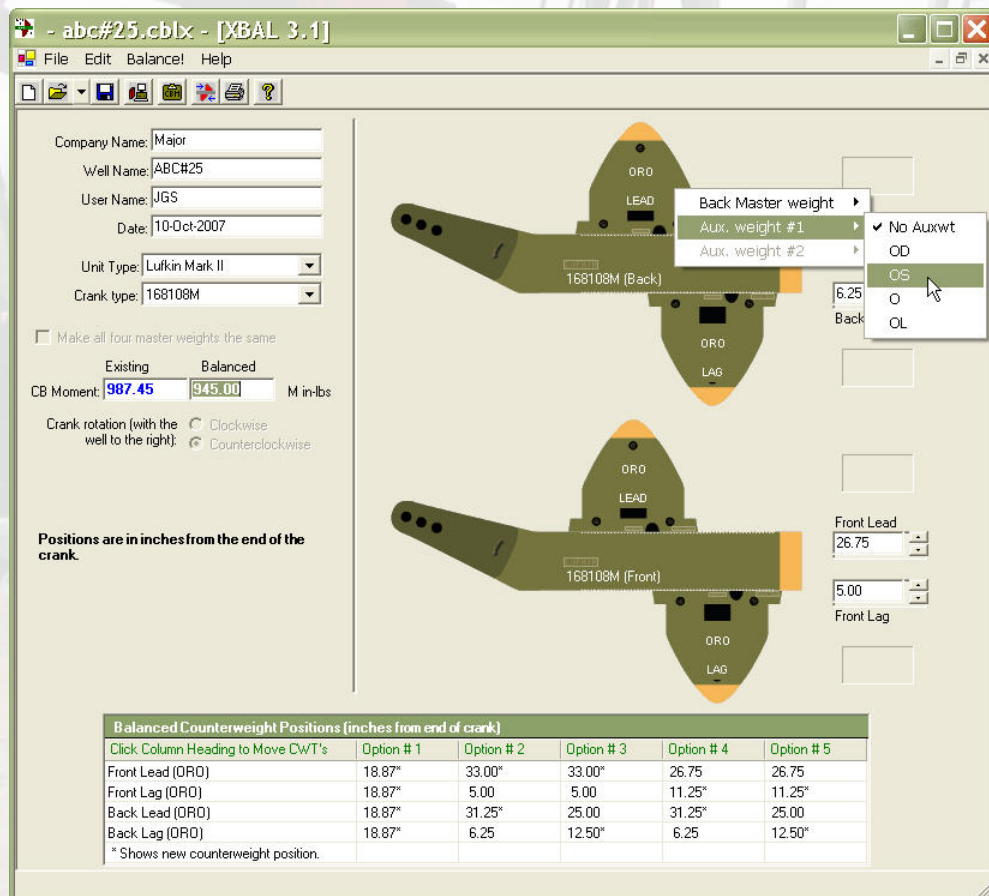
To upgrade to XROD, all you need to do is download the XROD installation file from our web site. You also need a license key for your USB sentinel which we will e-mail to you once you upgrade or purchase



XROD. The installation CD for XROD also includes a video tutorial teaching you how to use XROD in minutes.

New XBAL Software now Under Development

We are currently working on a new expert balancing software program called XBAL that will replace CBALANCE. XBAL has an improved user interface with real-looking crank and counterweight graphics and improved logic for balancing recommendations. In addition to balancing recommendations now available in CBALANCE, XBAL will recommend bigger or smaller counterweights if the existing counterweights are not enough or are too heavy to balance the unit. XBAL will be available for licensing in about one to two months.



Upcoming Rod Pumping Optimization Courses

Bakersfield, CA: August 25-29
 Midland TX: October 6-10
 Calgary, AB: September 22-26