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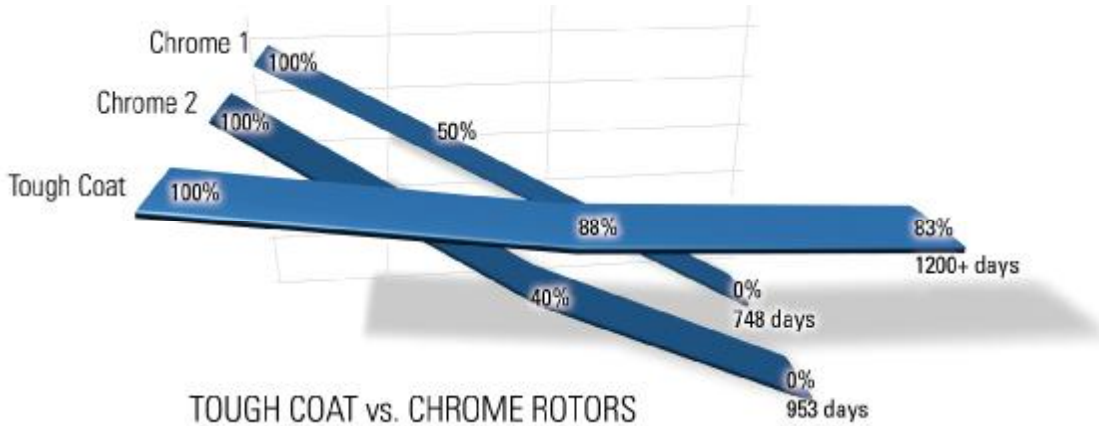
**FOR IMMEDIATE RELEASE**

**TOUGHEN UP**

Calgary, AB (December, 2007) – KUDU Industries is now offering a revolutionary Progressing Cavity Pump that is significantly more resistant to corrosion and abrasion compared to the industry standard rotor. Tough Coat™ rotors use a spray metal coating, which results in a longer rotor life with less degradation of efficiency over time.

“Tough Coat is proven in light, medium and heavy oil applications. The results and savings are significant”, says Jennifer Wiens, Marketing Manager, KUDU Industries.”

Tough Coat rotors are excellent in highly corrosive environments and provide a long pump life, low operating costs and high resistance to abrasives. The graph below shows a Tough Coat rotor’s performance in a highly corrosive, medium oil, Cummings zone well in Canada. Three different rotors were run consecutively at 195 rpm in the same well. The first two chrome rotors lasted 748 and 953 days with pump efficiency continually dropping. The Tough Coat rotor after 1200 days was still operating at 83% efficiency.



Since 1989, KUDU Industries has provided Progressing Cavity Pump solutions to the oil and gas industry. KUDU holds over 20 patents using Progressing Cavity Pumps in the artificial lift field. This strong commitment for advancing Progressing Cavity Pump technology exemplifies KUDU’s dedication to quality and performance. For additional information about KUDU’s products and services call 403 279-5838 or visit [www.kudupump.com](http://www.kudupump.com).

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