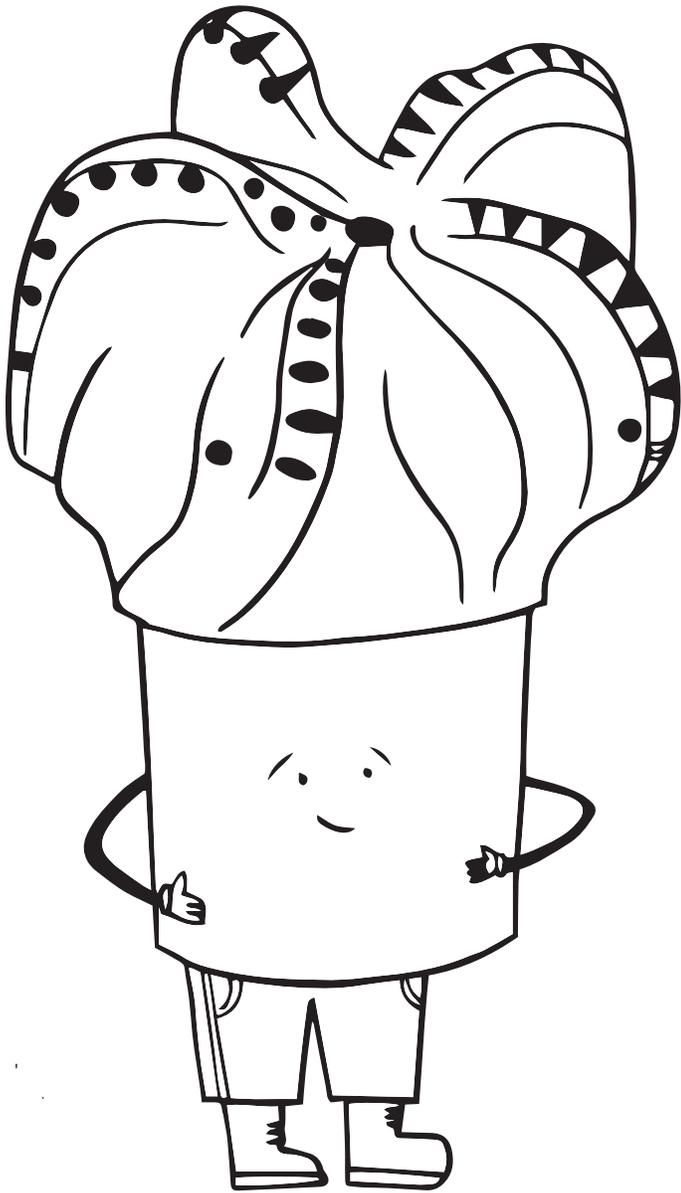


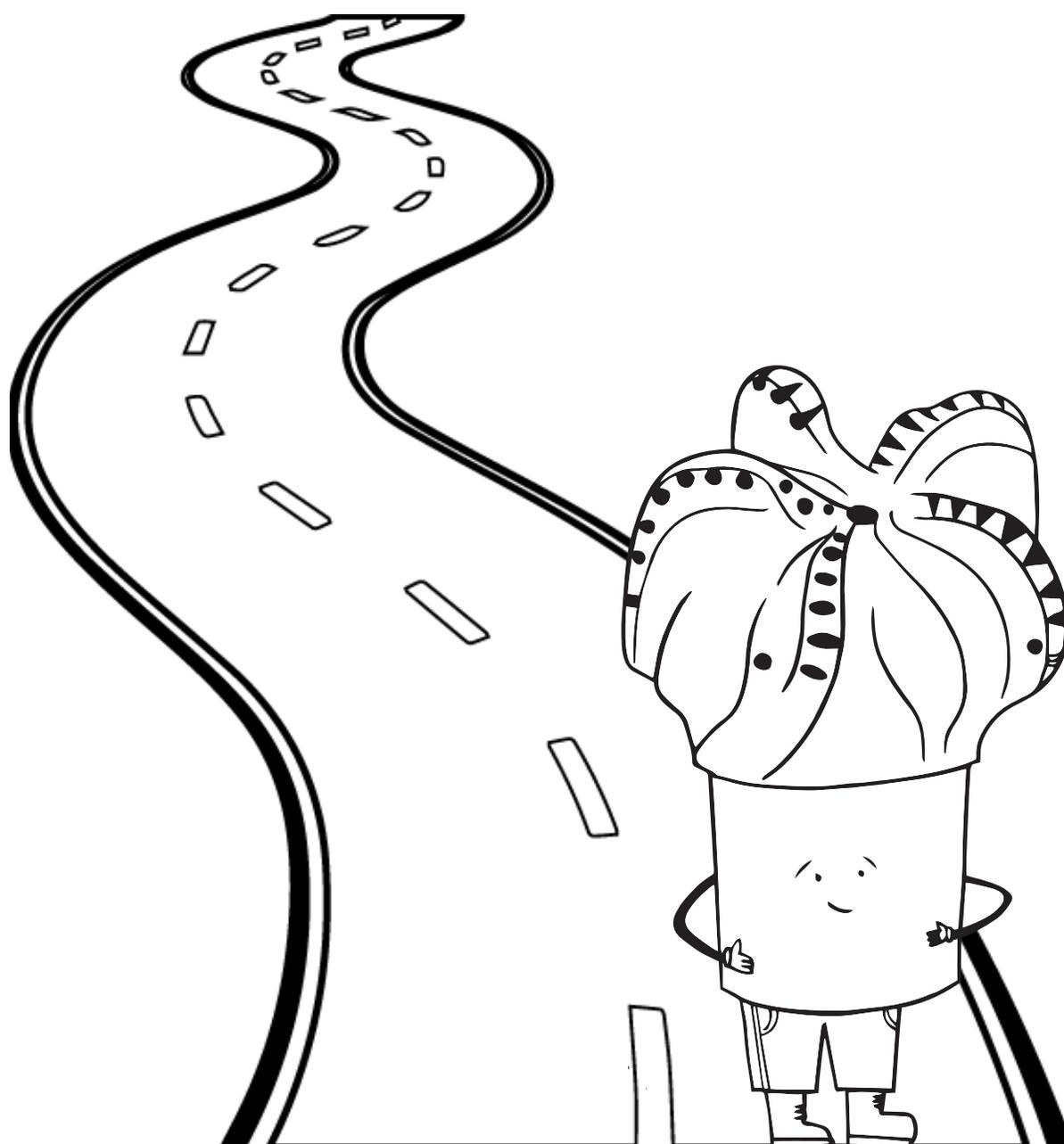
ABC's

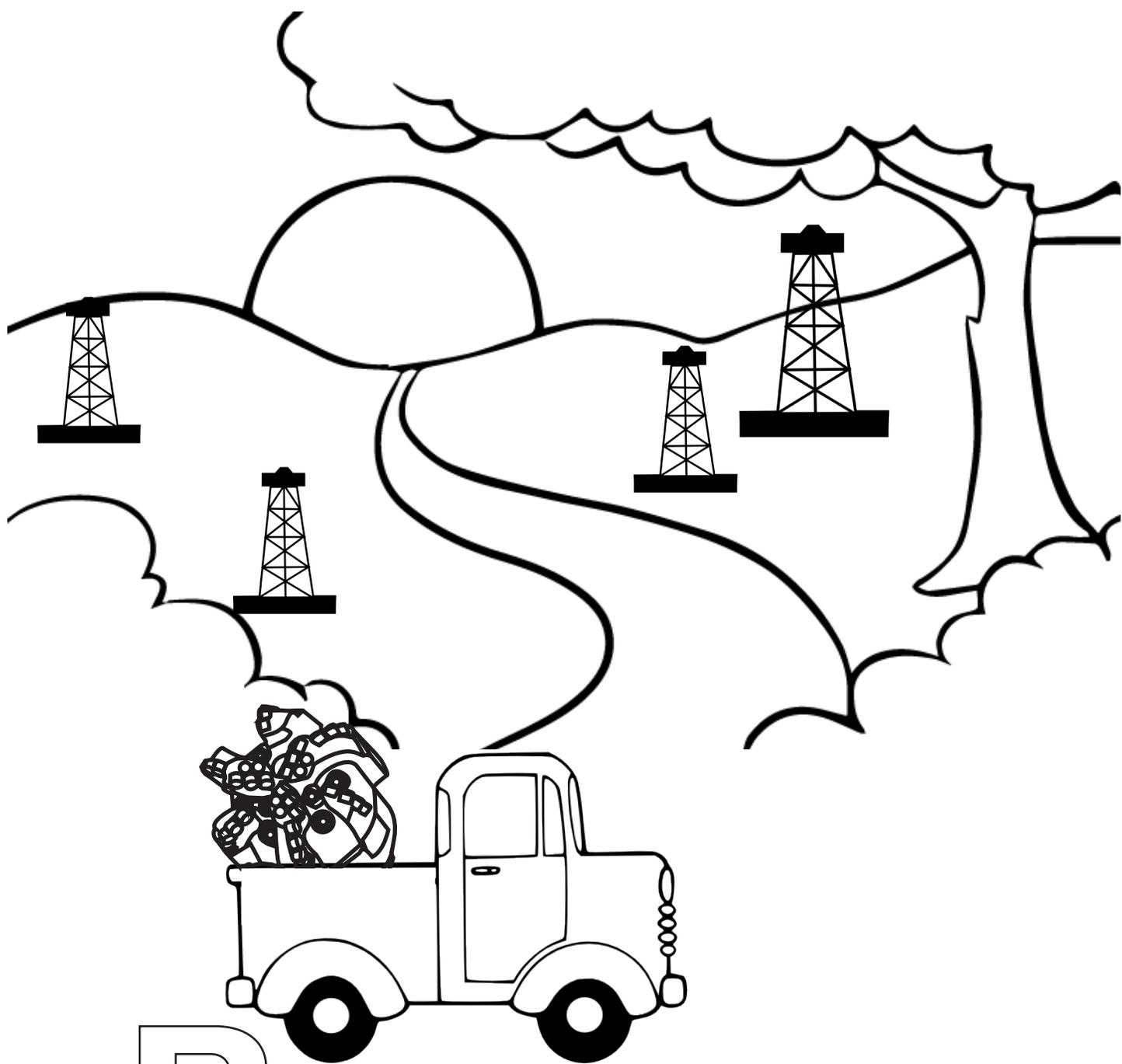
with

Benny

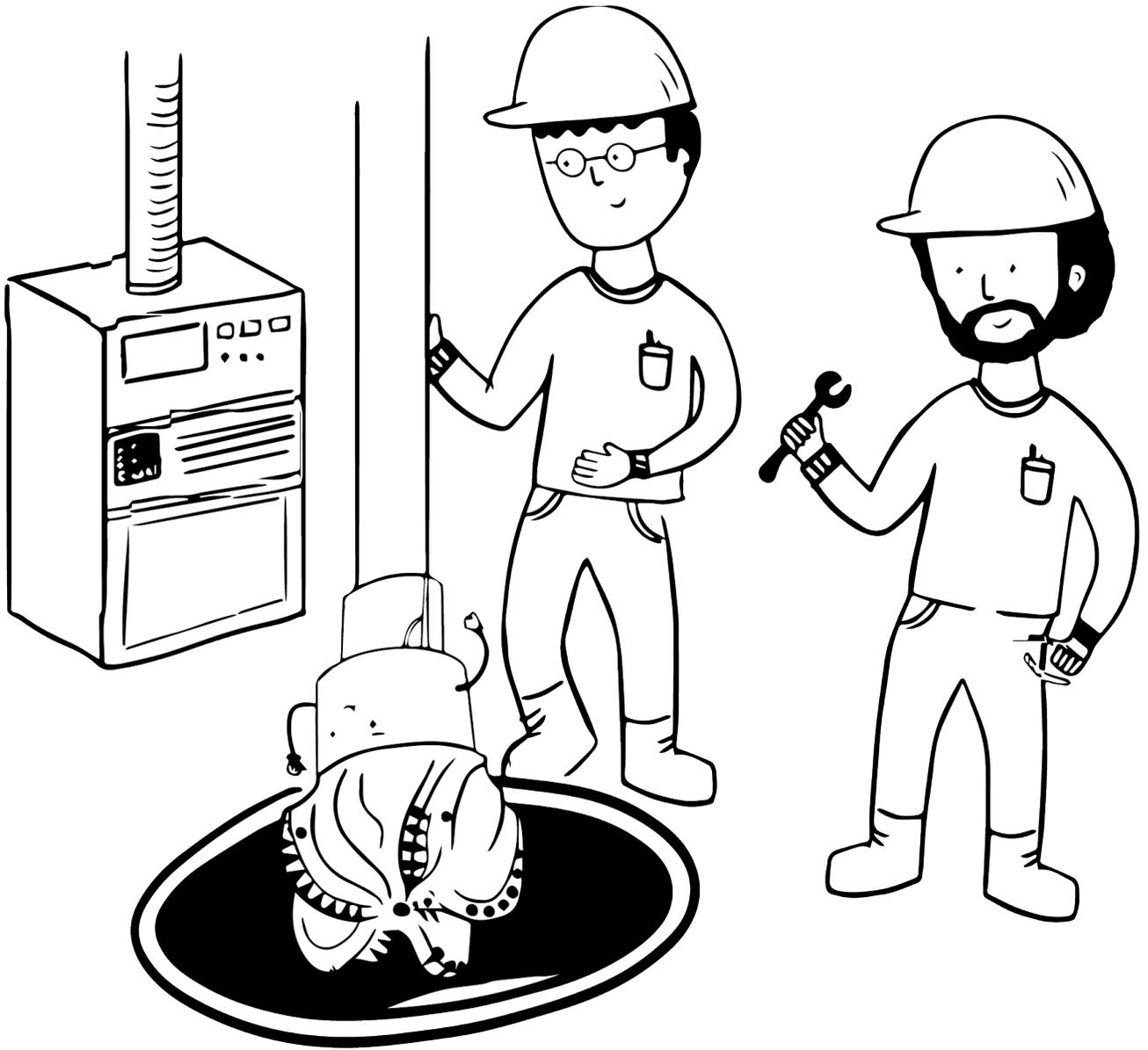


**A** is for AirRaid, Air  
drilling to make Asphalt  
for roads.



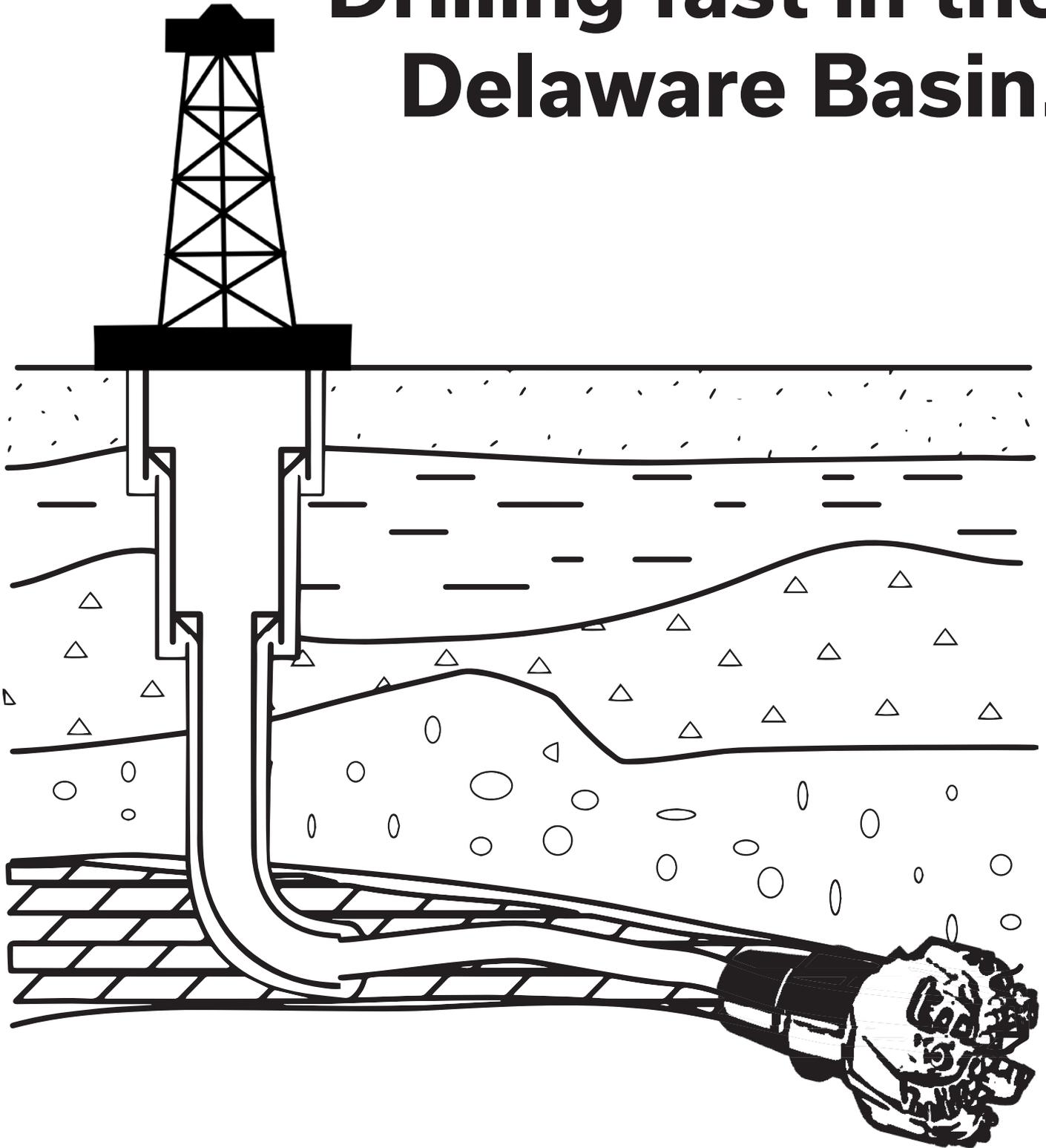


**B** is for Bit Hand,  
dropping Bits off in the  
Bakken.



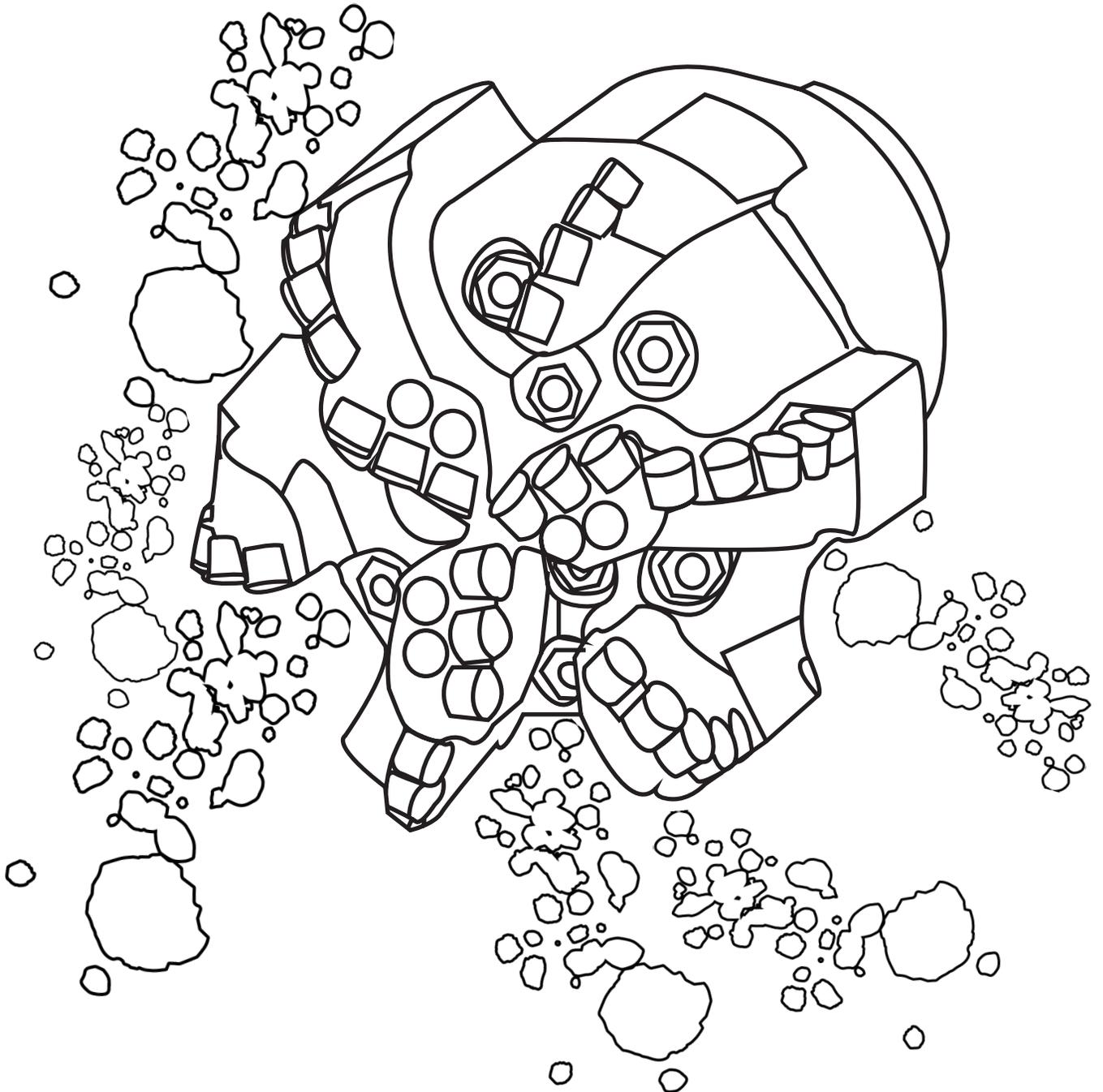
**C** is for  
**Company Man** using  
**CounterForce** to cut cost.

**D** is for **Drill Bits**  
**Drilling fast in the**  
**Delaware Basin.**



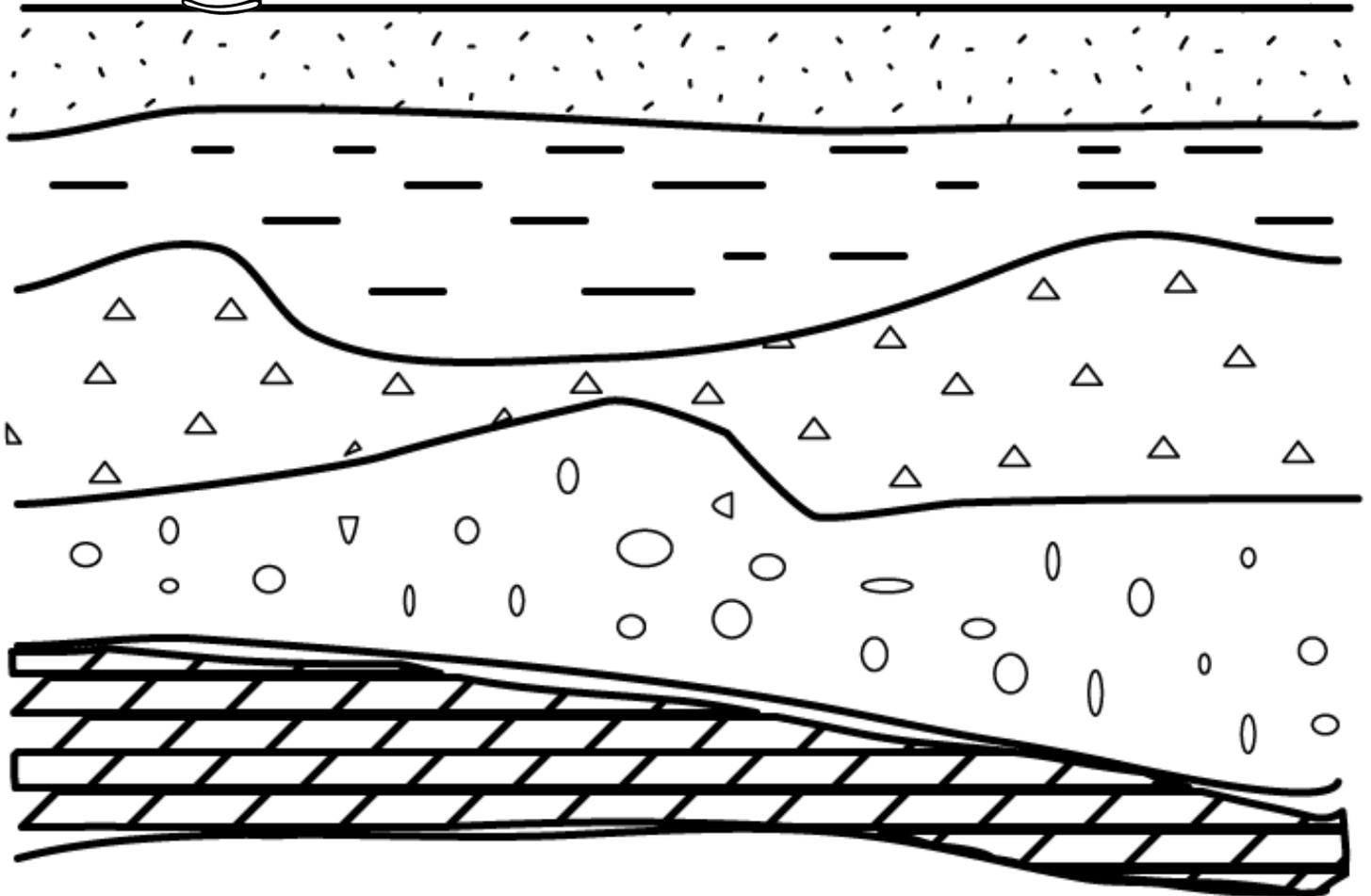
**E** is for

**Evacuating cuttings for  
the Drilling Engineer.**

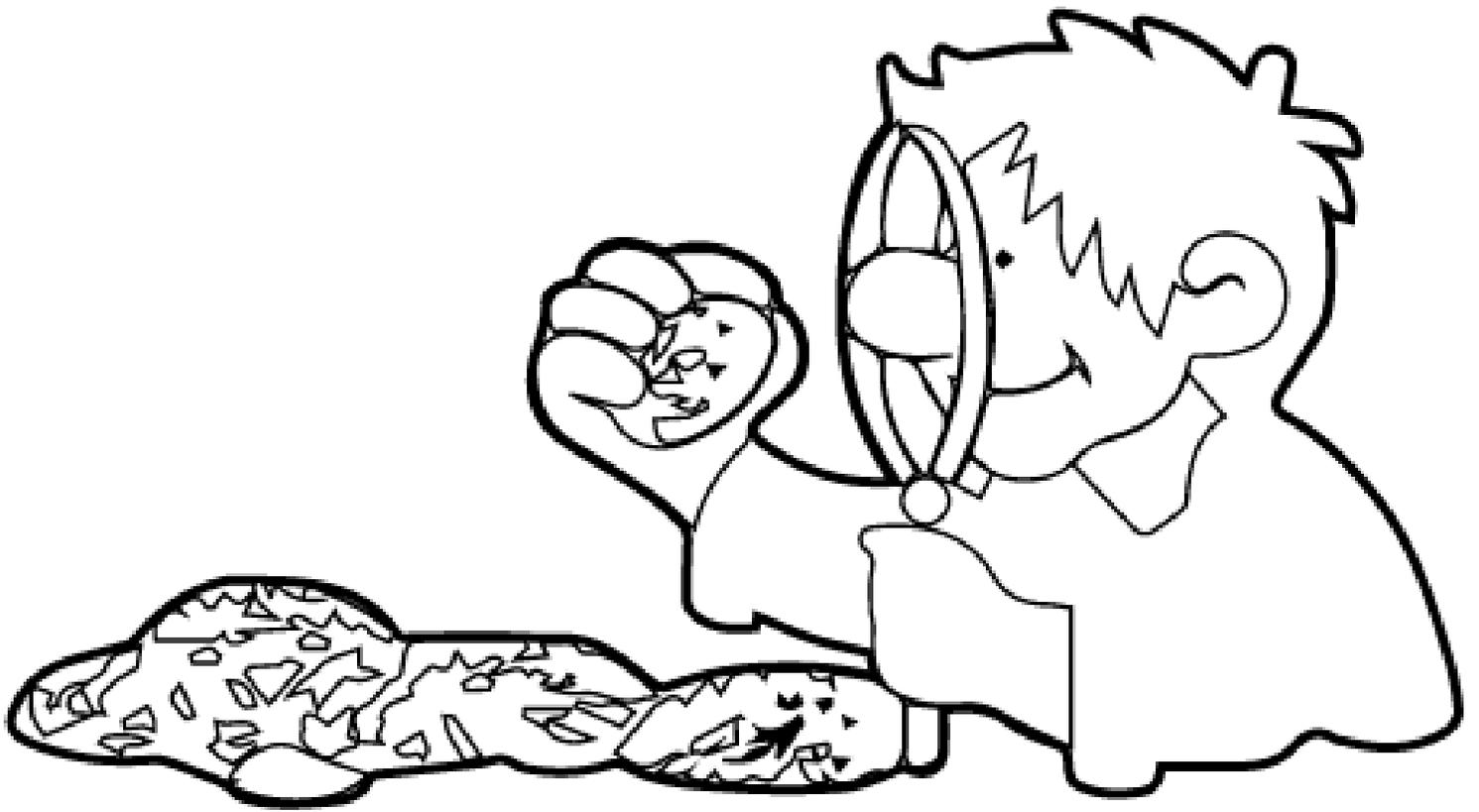


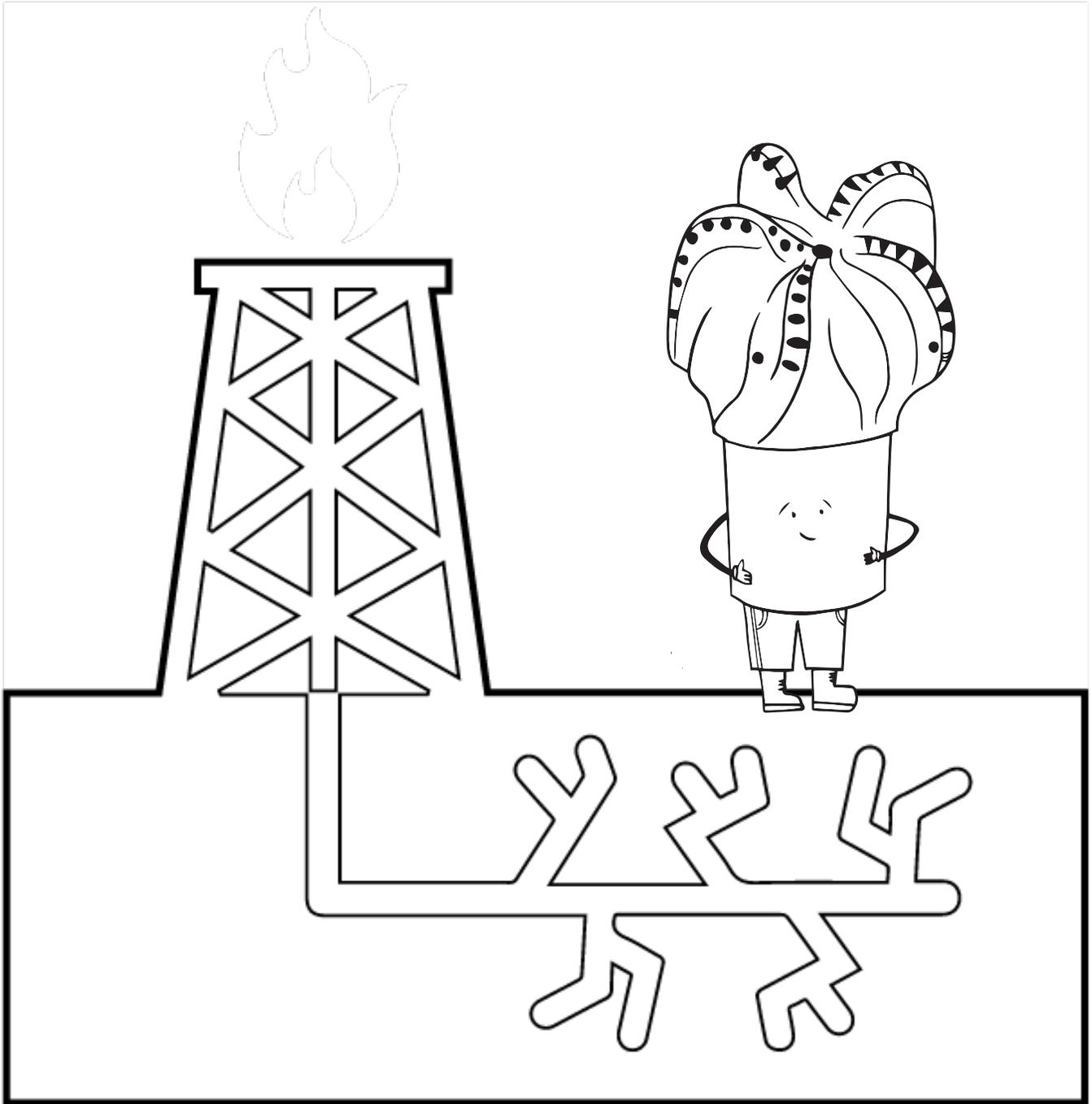
**F** is for Formation, we

**drill through to  
make Footballs.**



**G** is for  
**Geologists to Grade rock**  
**to Guide the well.**





H

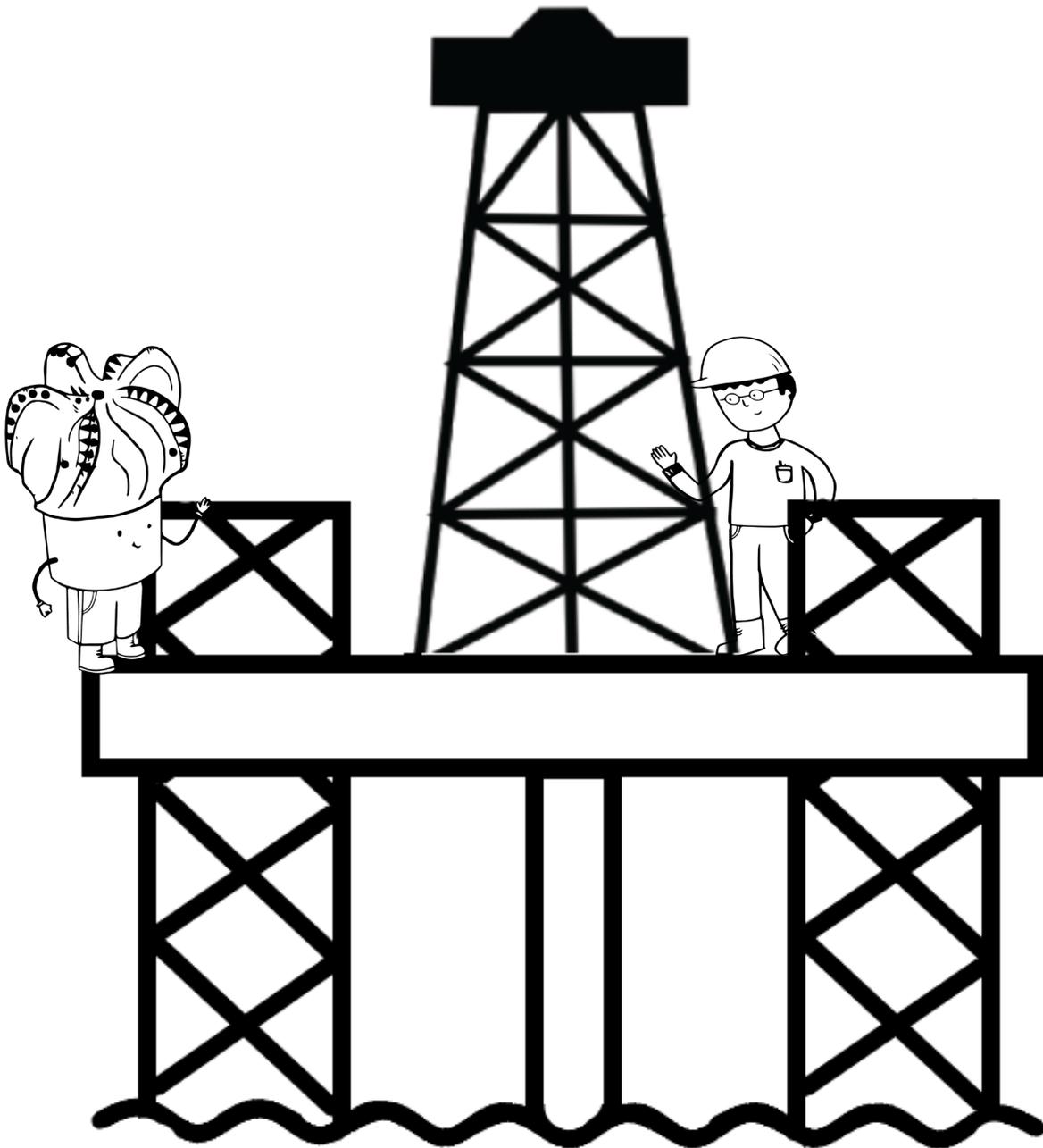
**is for Hydraulic  
Fracturing.**

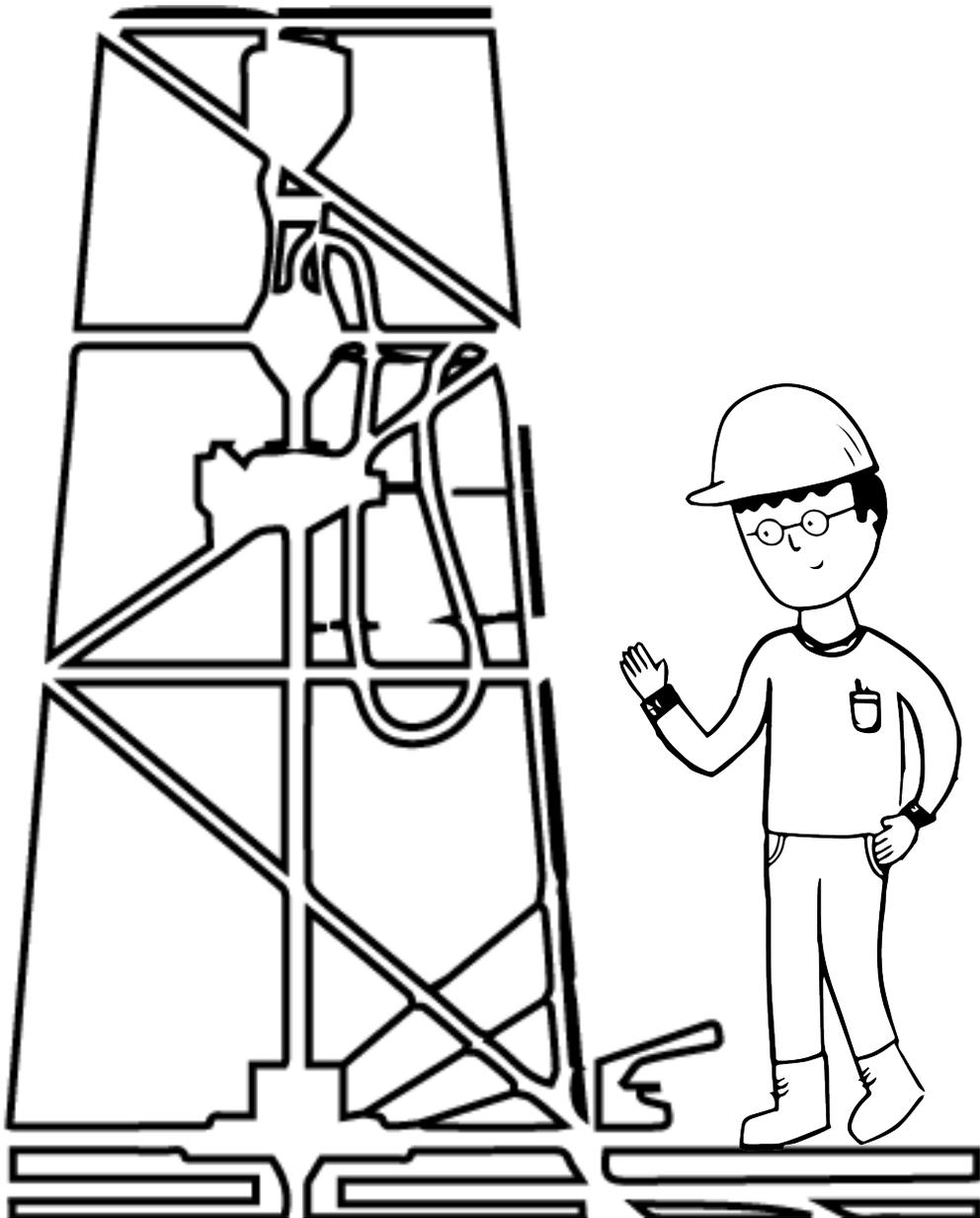


**is for**

**Innovation to solve  
problems like Interfacial  
Severity in the Interval.**

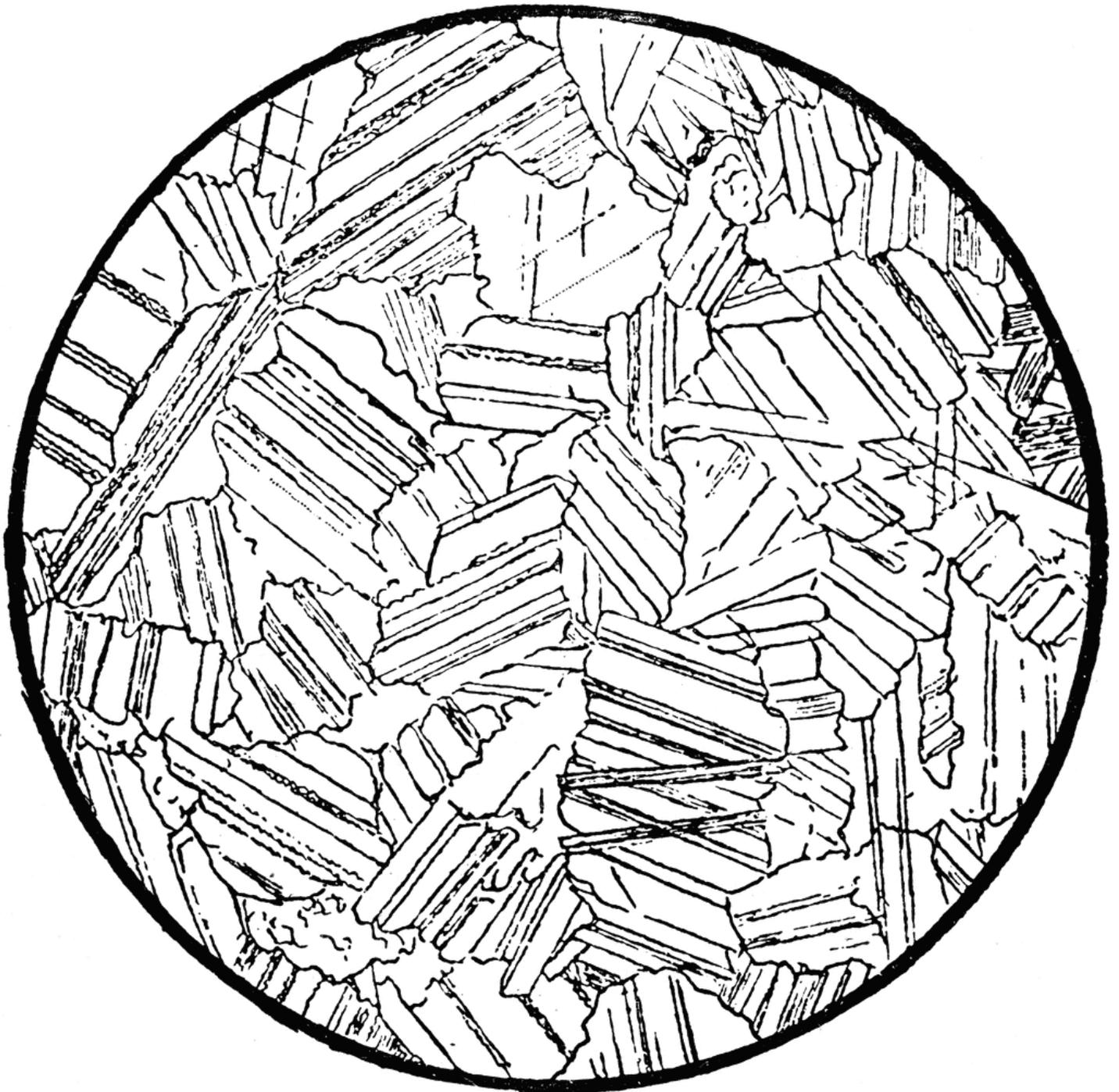
**J** is for  
**Jackup Rig.**



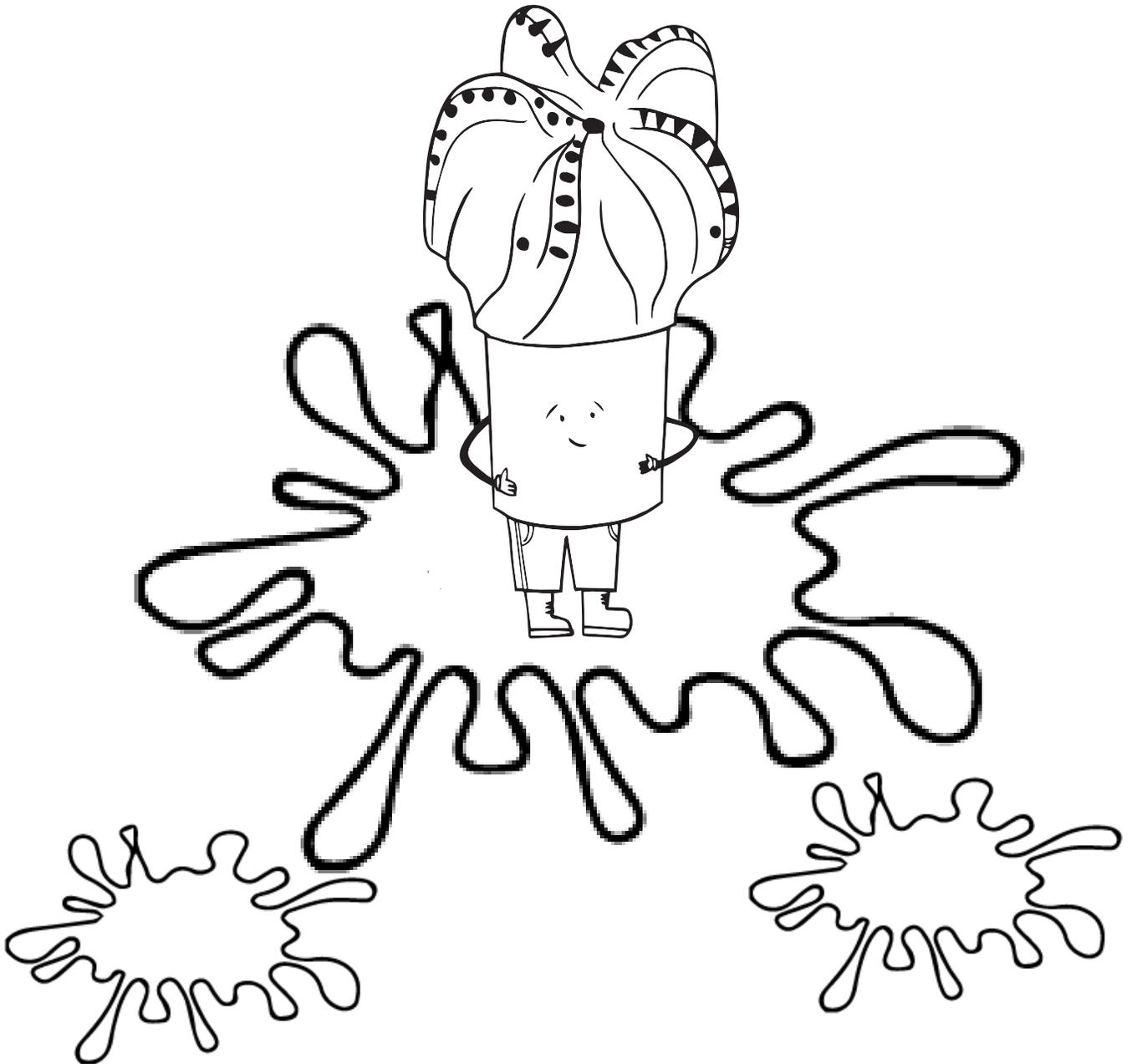


**K** is for Kelly, rig  
crews push hard to  
get the Kelly down  
drilling to Kick off point.

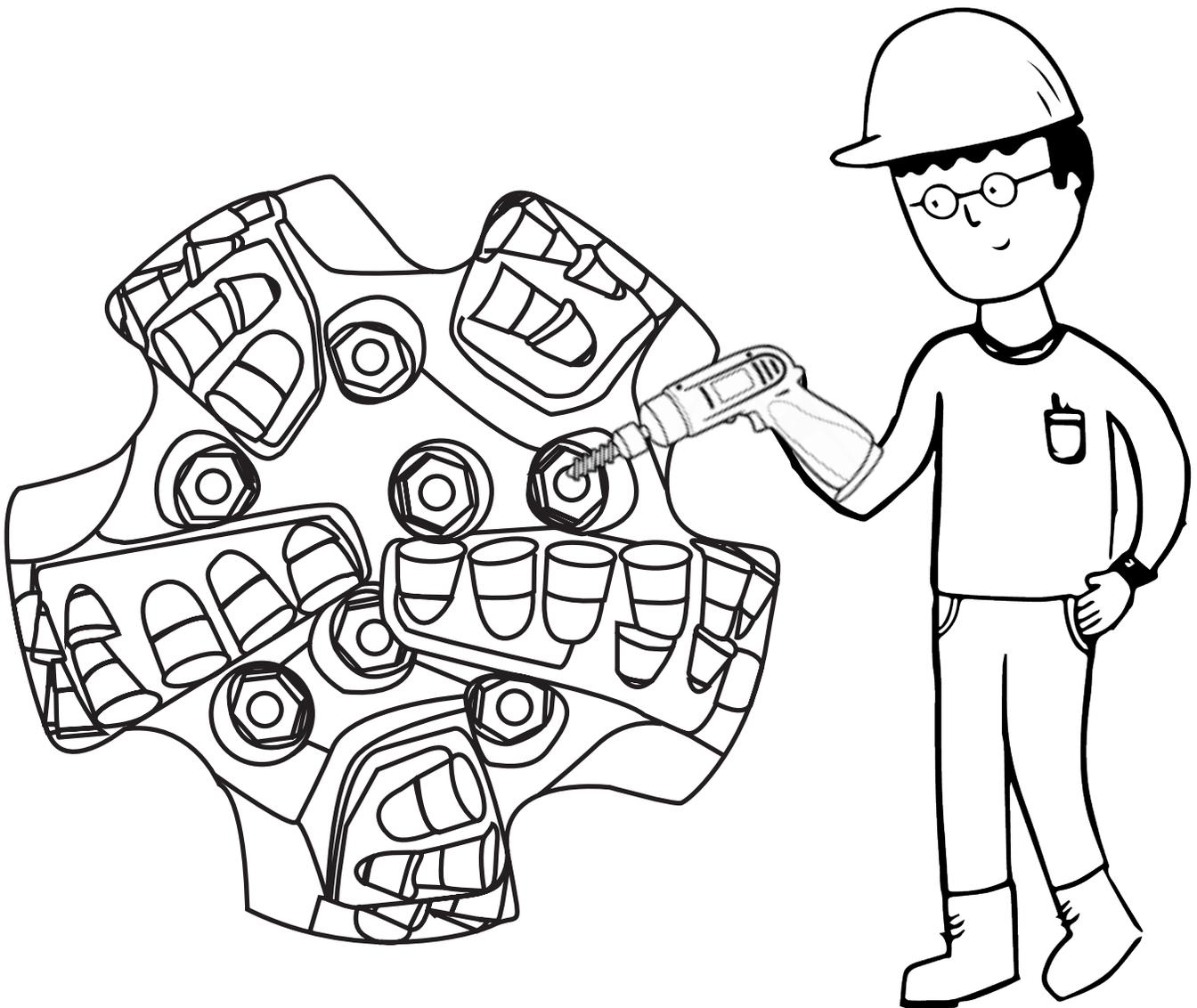
**L** is for mud Logger,  
looking for Limestone  
in his mud samples.

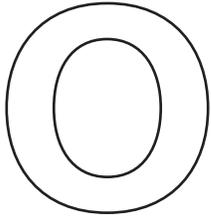


**M** is for  
**Mud, Mud in tanks**  
**and Mud in the hole.**

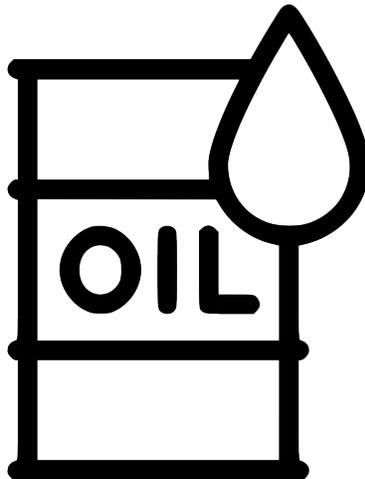
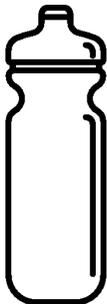
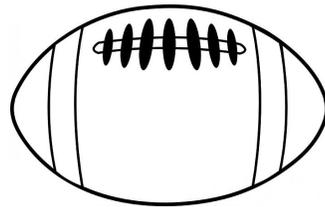
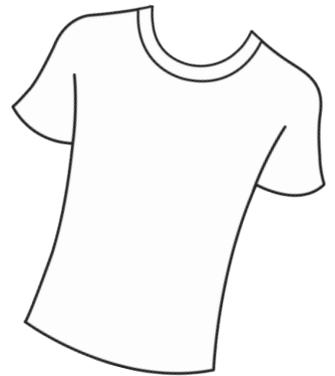
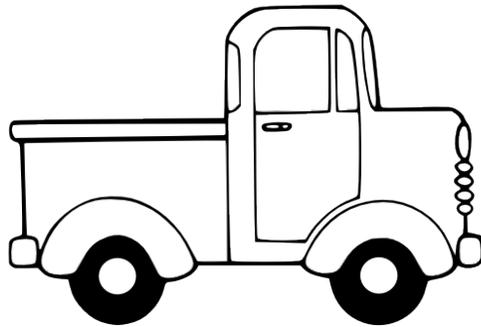
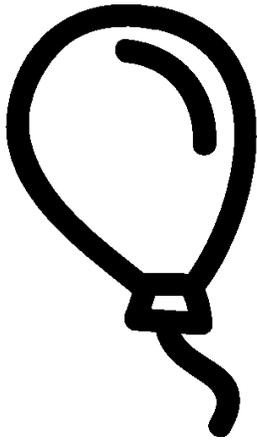


**N** is for  
**Night crew, Nozzling a  
bit for a Natural gas well.**

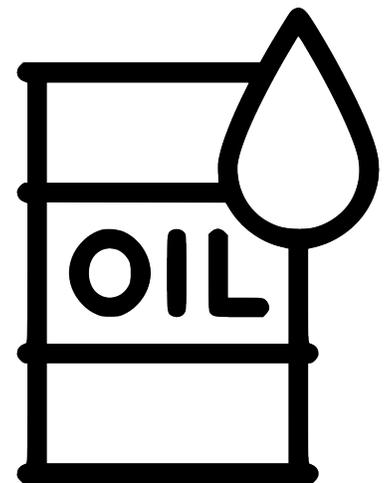
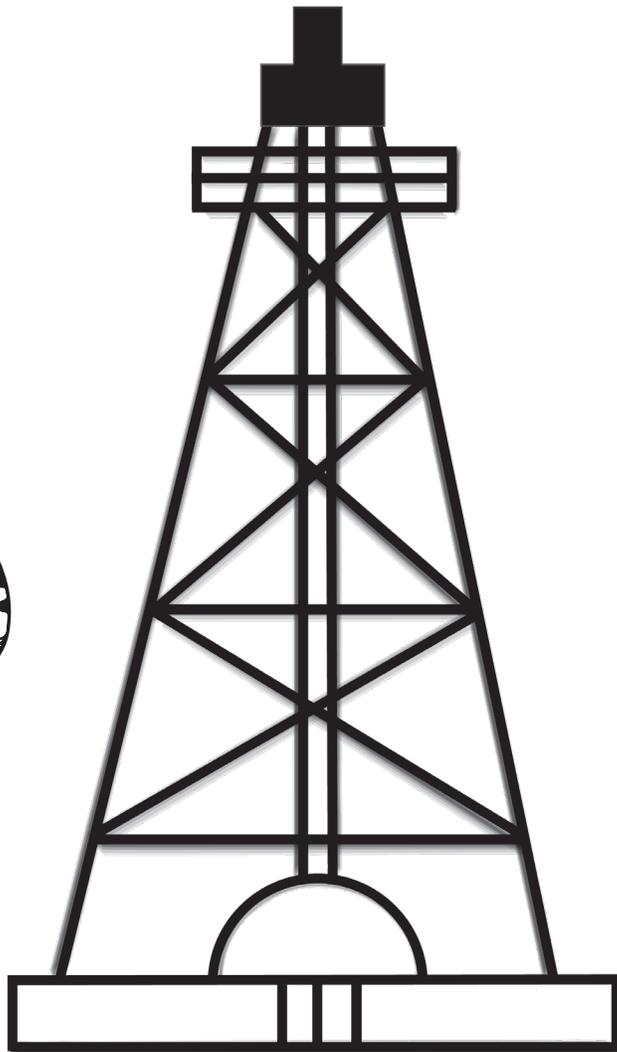
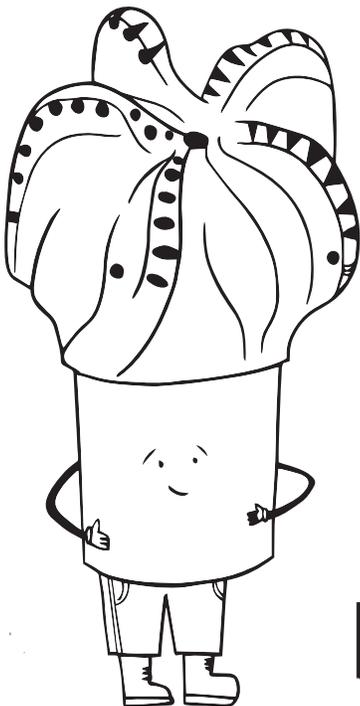




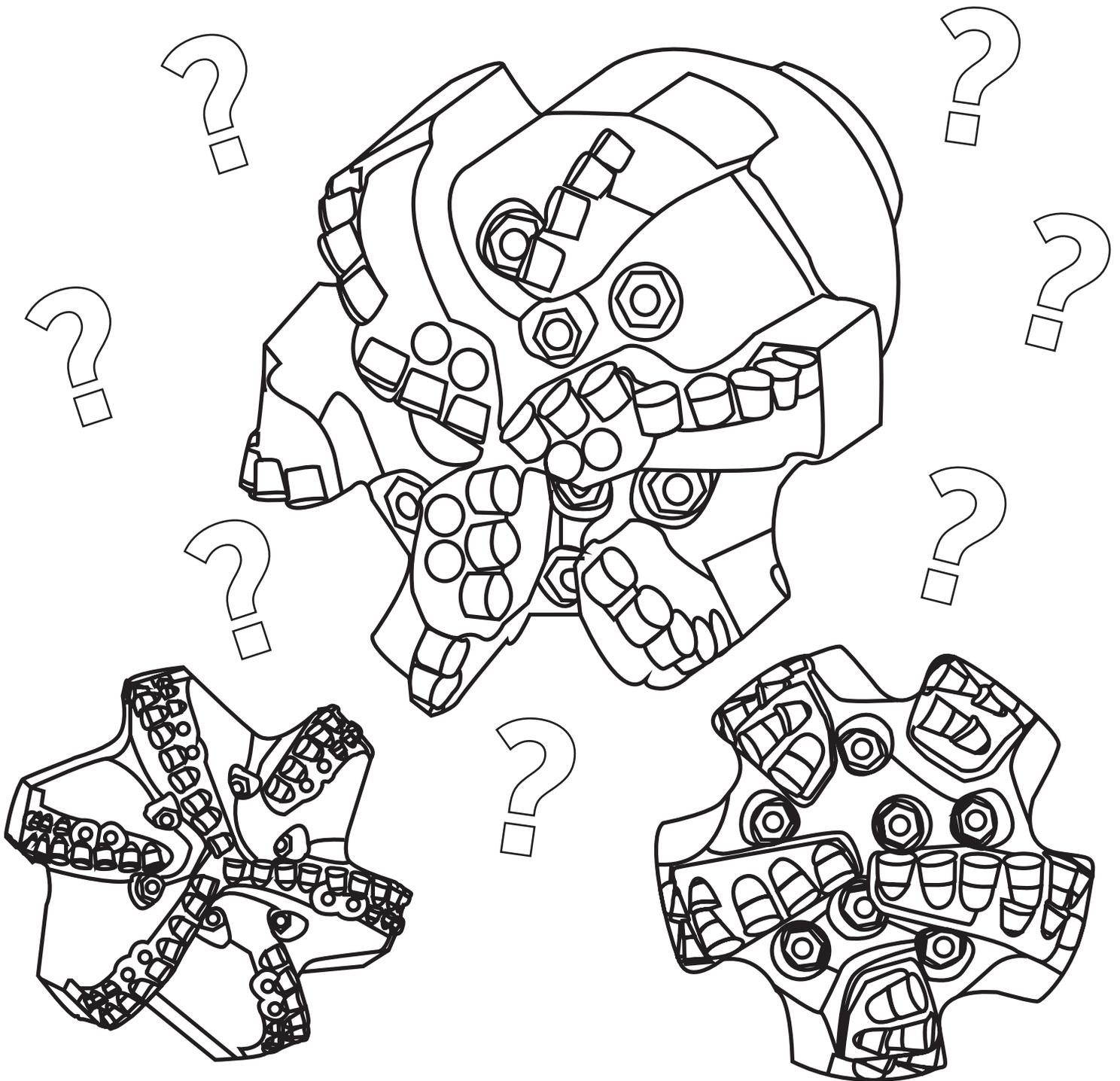
**O is for Oil, the natural resource responsible for so many products we rely on today.**

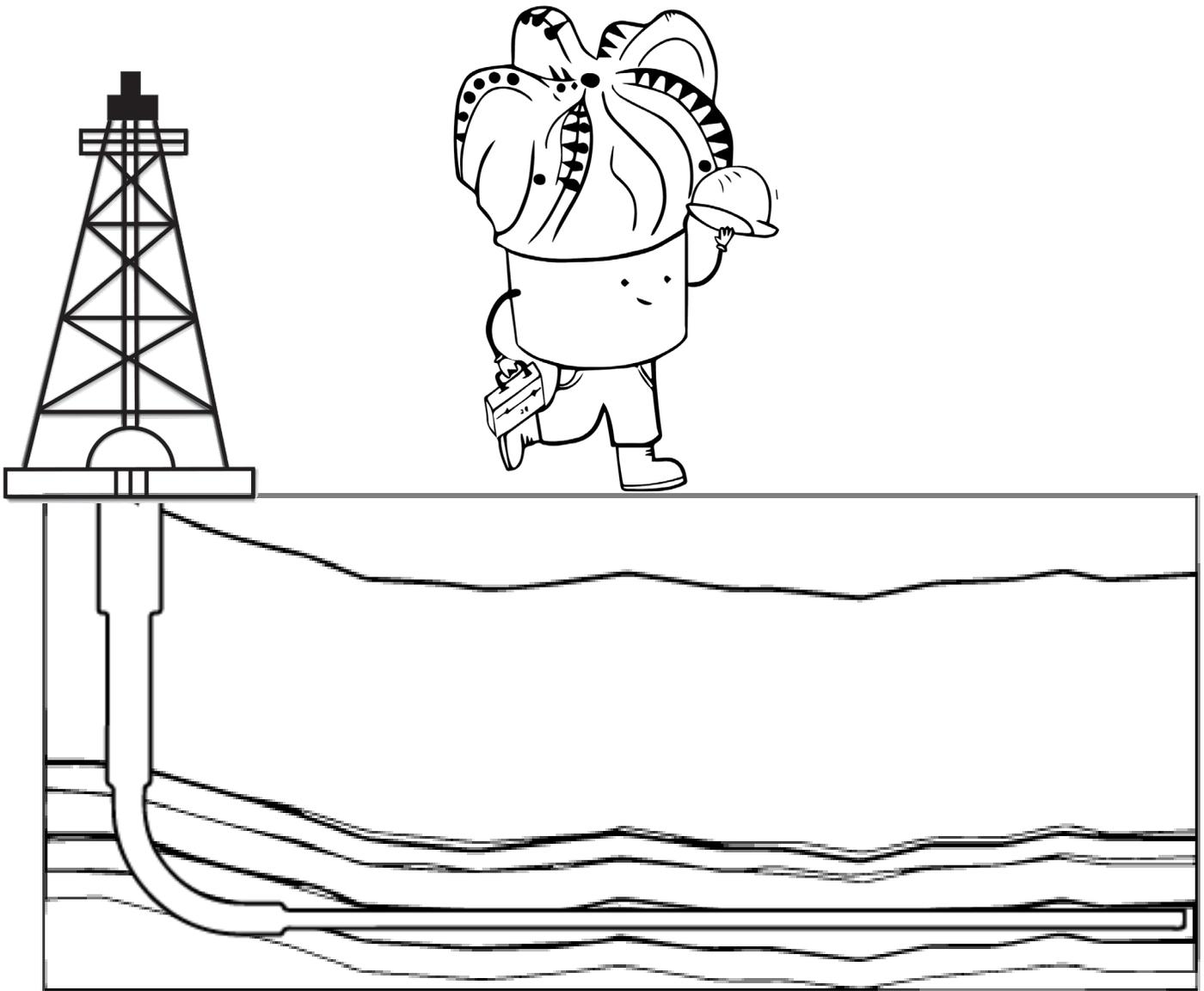


**P** is for  
**Permian Basin**  
providing  
**Petroleum for**  
**the Planet.**

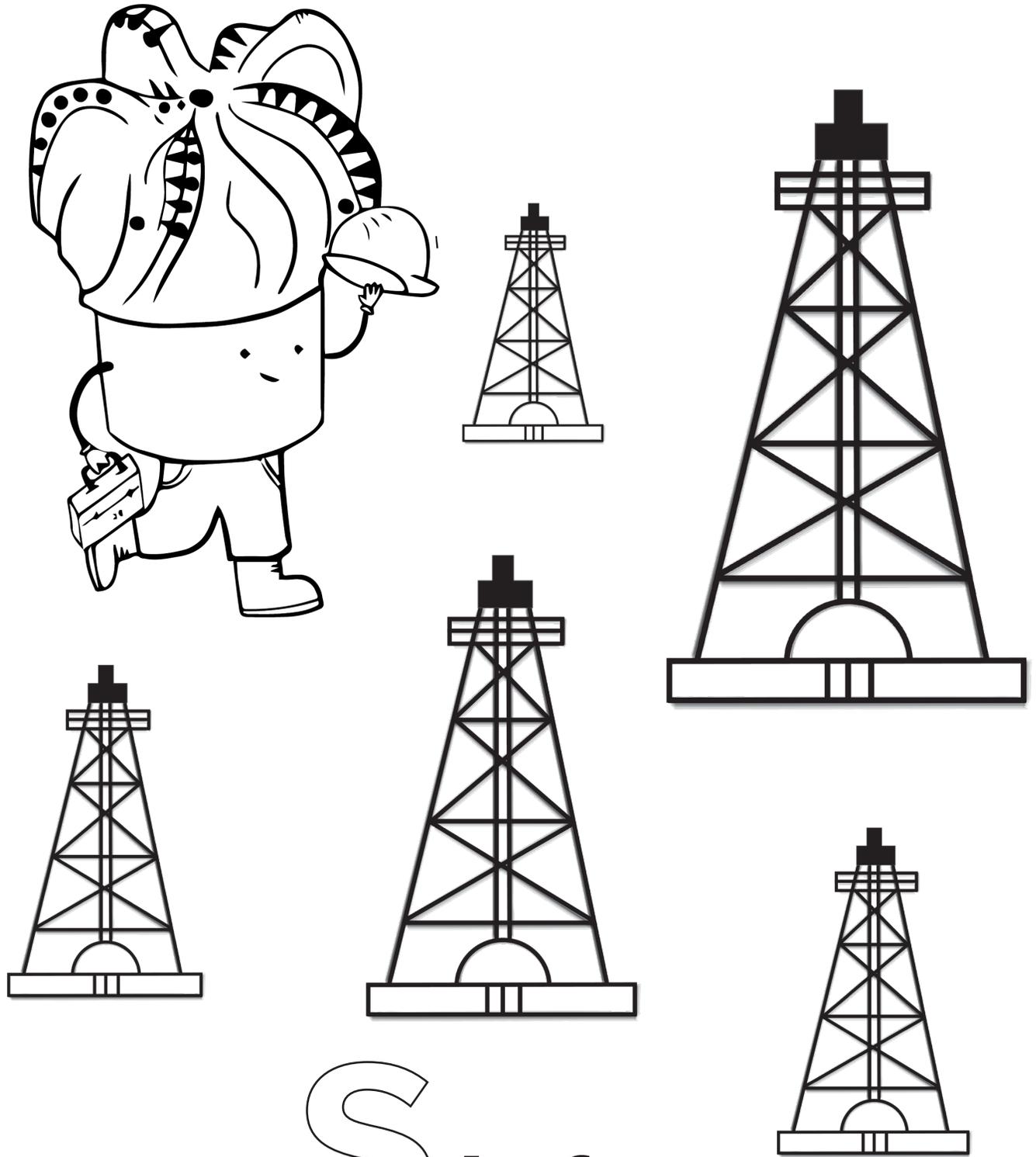


**Q** is for  
**Quality bits drilling**  
**Quick without Question.**





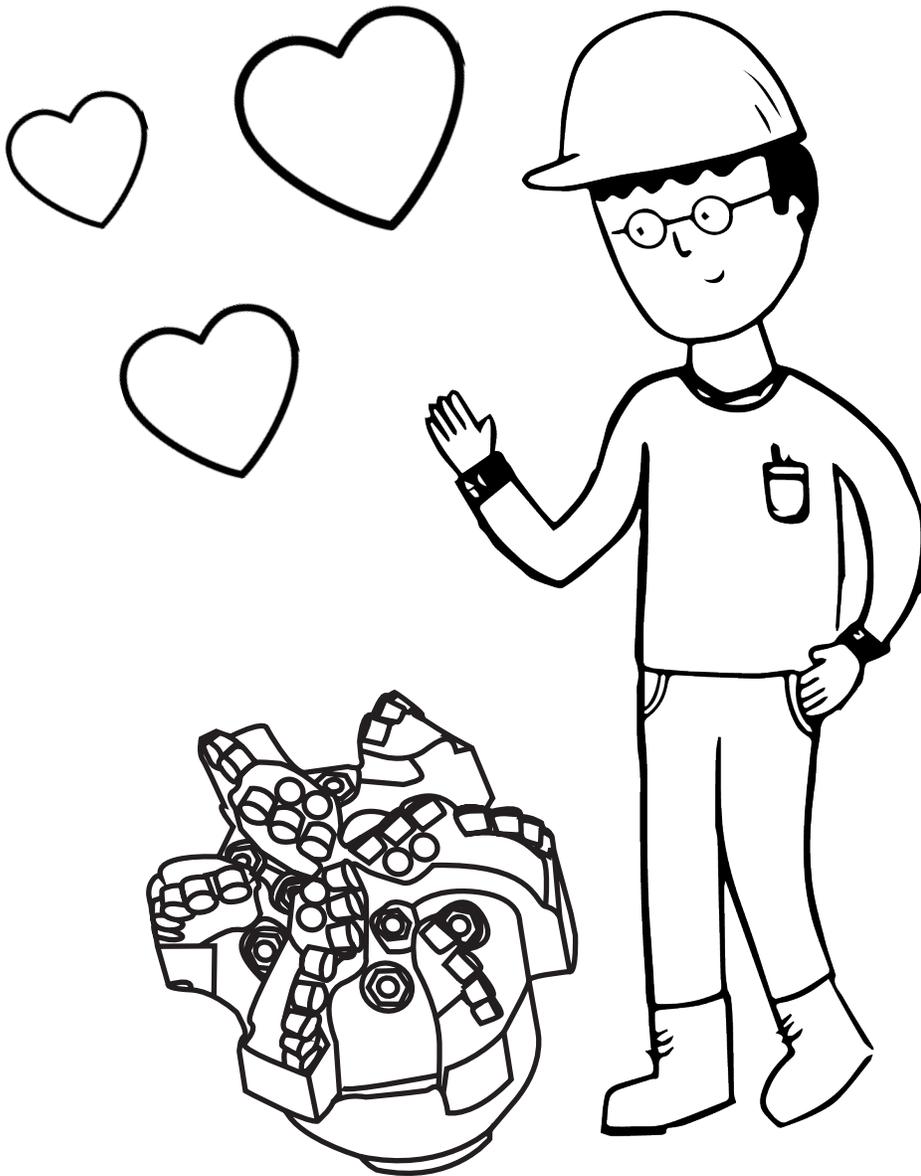
**R** is for Roughneck,  
getting good R.O.P.  
through the Rock.

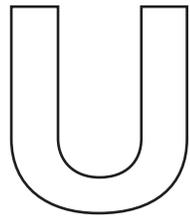


S is for

**Superintendent, looking  
over Several well Sites.**

**T** is for  
**Teal, the Tool**  
**Pusher's favorite color.**





**is for**

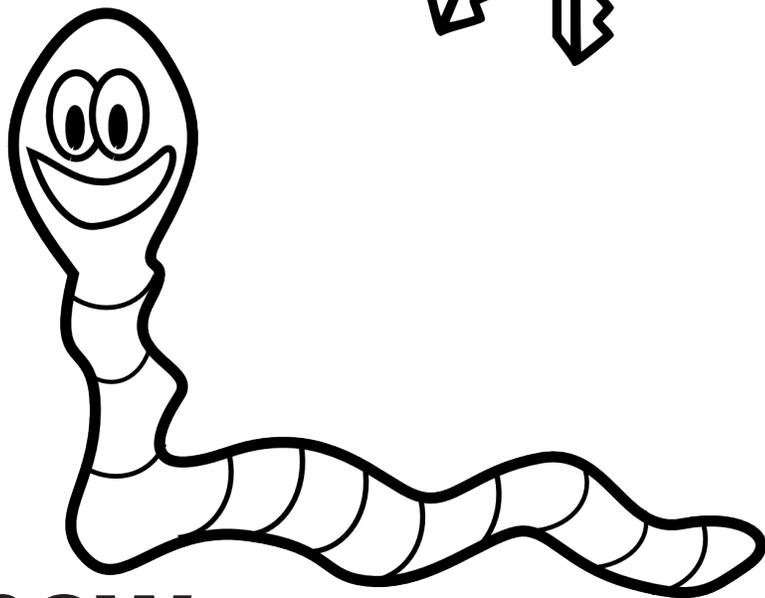
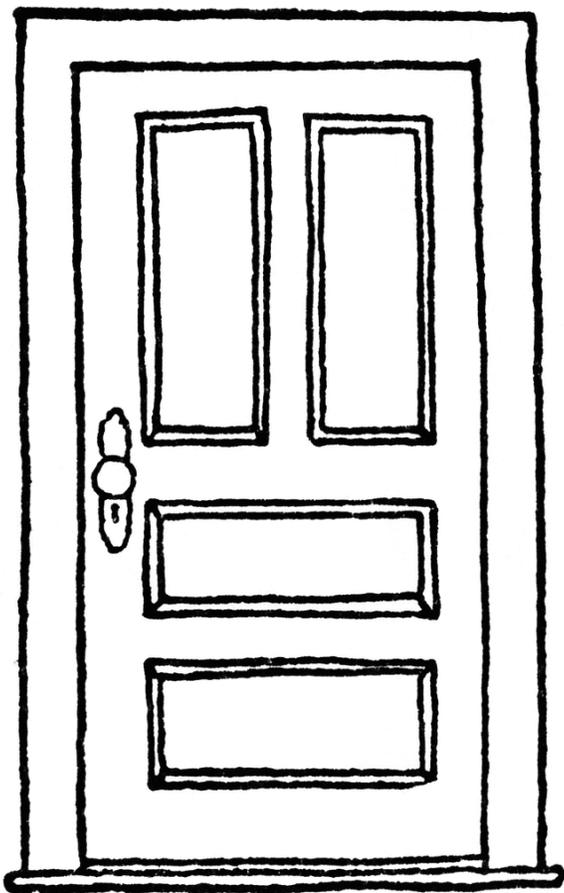
**Ulterra, the most trusted  
partner in the oilfield.**



**ULTERRA<sup>®</sup>**

V

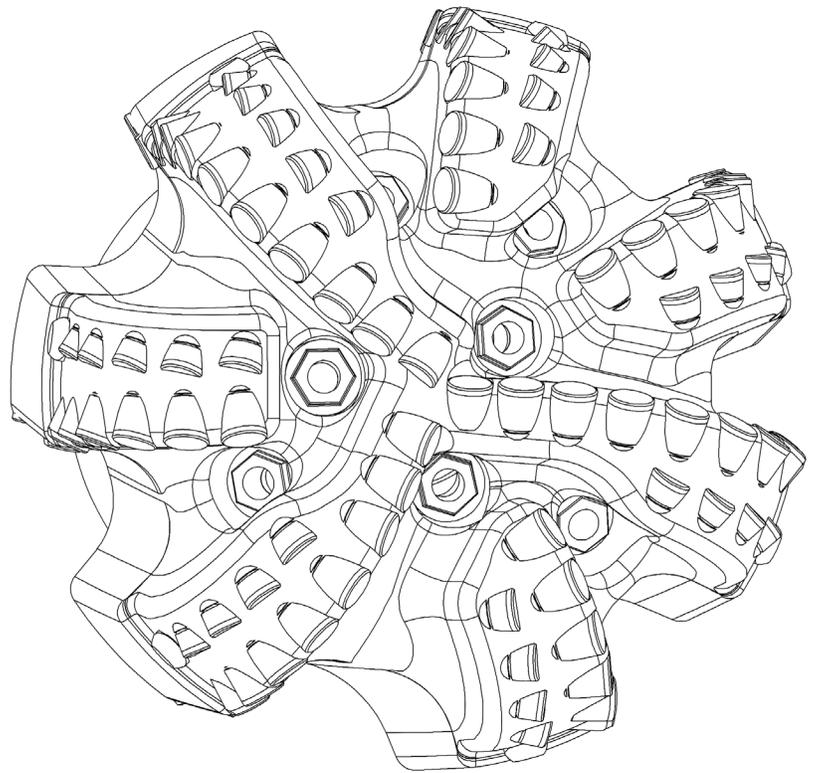
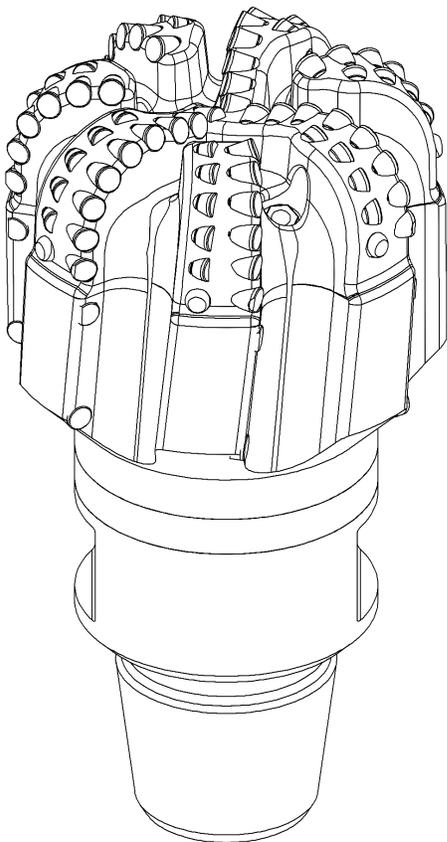
**is for V-Door,  
can you find  
the keys?**



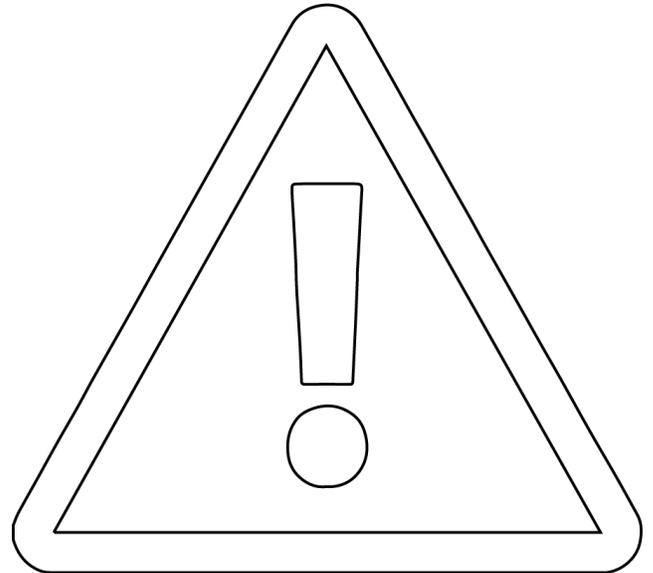
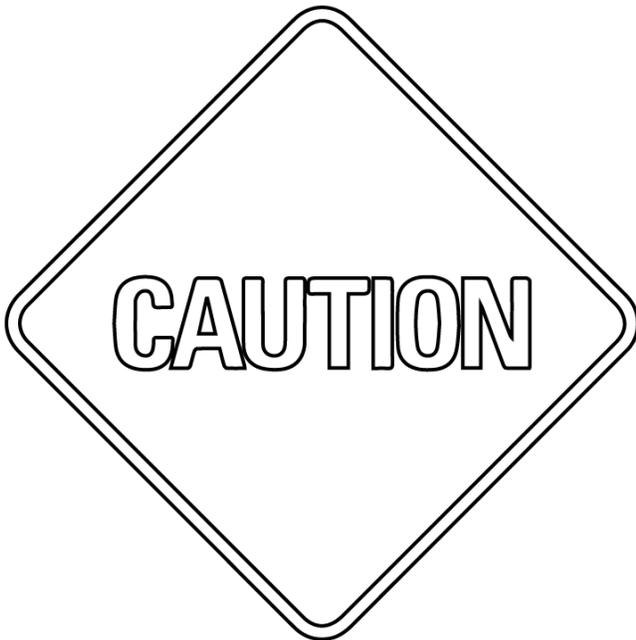
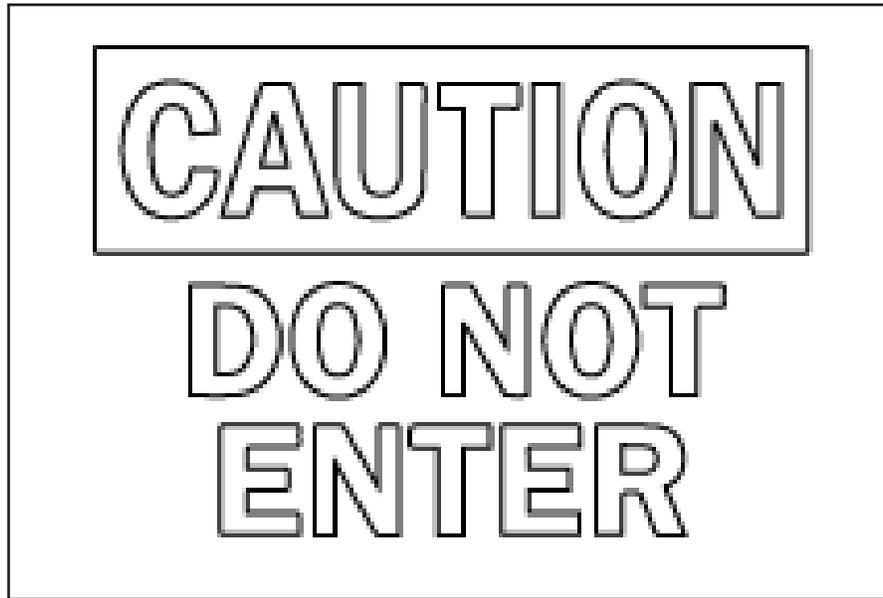
W

**is for  
Worm, the new  
guy who's looking?**

**X** is for  
**XP bits, built for  
eXtremely tough drilling.**



**XP™**



Y

**is for**

**Yellow safety signs  
to help keep us safe.**

**Z** is for **Zero**  
**recordables.**

