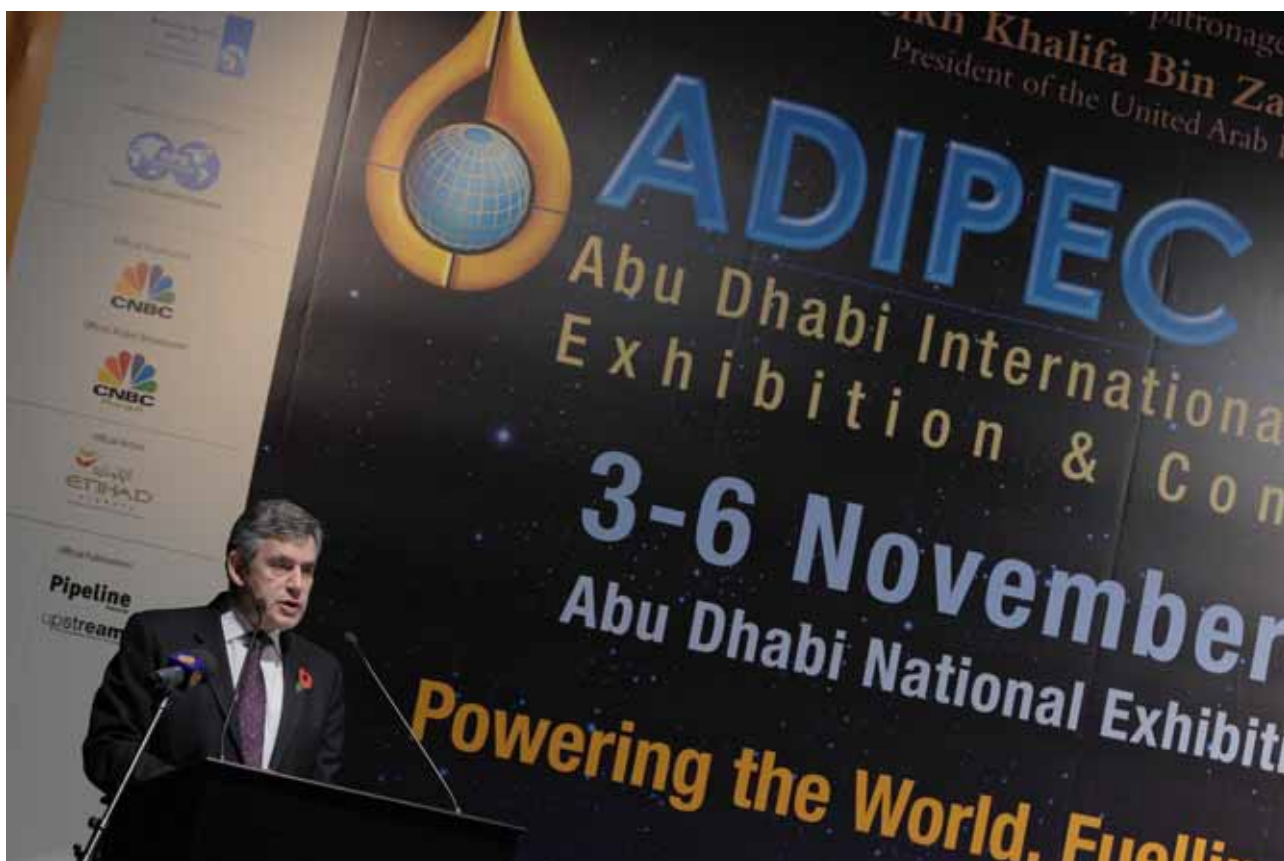




3 November 2008

British Prime Minister Gordon Brown visits ADIPEC

In an historic first, British Prime Minister, Gordon Brown, visited ADIPEC 2008 (Abu Dhabi International Petroleum Exhibition & Conference). He was accompanied by Cabinet colleagues Lord Mandelson, Secretary of State for Business, and Ed Miliband, Secretary of State for Energy and Climate Change, in addition to a business delegation of senior CEOs representing leading UK companies.



This is the first visit by a British Prime Minister to the UAE since December 2006, and the first time a Prime Minister has attended ADIPEC. Gordon Brown addressed ADIPEC's Executive Plenary Session on "Working together to deliver sustainable growth: innovative teams and technology



deployment”, and was joined by BP Group Chief Executive Tony Hayward, along with Malcolm Brinded, Executive Director, Exploration and Production, Shell, and Andrew Gould, Chairman, Schlumberger.

The Prime Minister paid special tribute to His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE and Ruler of Abu Dhabi and His Highness Lieutenant General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces, President of the Abu Dhabi Executive Council, for their vision in building one of the most remarkable and respected sustainable energy investment companies in the world. He also spoke about Britain’s close ties with Abu Dhabi, and the long association between oil companies from the two countries.

The Prime Minister said, “This (ADIPEC) conference comes at a defining moment for the global economy. The decisions we take over the coming weeks and months will shape our world for a generation.” He added, “I’m delighted that Shell and the Abu Dhabi National Oil Company (ADNOC) have today signed a memorandum of understanding to evaluate potential joint exploration, development and production of offshore deep gas field prospects in Abu Dhabi. And today we will sign a memorandum of understanding with the Abu Dhabi future energy company Masdar, to work in partnership to develop and deploy low carbon technologies.”

The Prime Minister concluded saying, “Let us maintain the political courage to continue and deepen the dialogue we have begun here in the gulf to stabilize global oil markets and together build the foundations for a low carbon recovery. And let us make this a time of visionary internationalism, together building the global solutions on which the sustainability of our global economy depends.”

Organised by dmg world media, ADIPEC is now established as one of the leading oil and gas exhibitions and conferences in the world, and is seeing record numbers of exhibitors and delegates this year. It provides a forum for companies to make business deals, meet new contacts and showcase their latest technologies and services. Over 150 British companies are exhibiting this year at ADIPEC, and there is a dedicated British National Pavilion. The fact that Gordon Brown and his Ministers attended reinforces the growing importance of the event and how valuable it is to



countries operating in the oil and gas industry, as well as placing Abu Dhabi as a leading hub for the global energy industry.

ADIPEC 2008 has broken all previous records, bringing together 1,500 exhibitors and an expected 40,000 visitors. This year's event takes up the whole space of the newly opened Abu Dhabi National Exhibition Centre (ADNEC) with over 55,000sqm of exhibiting space indoors, 18,000sqm concourse area as well as outdoor space, dedicated conferencing space.

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Media Contacts

Bridie Probert Fifth Ring Integrated Corporate Communications	Tel - +971 4 372 0100 Mob - +971 50 423 7553
Ashok Pillai Project Manager, ADIPEC 2008	Tel: +971 2 4444 909 Fax: +971 2 4444 383
Jennifer Moore Senior Marketing Executive	Tel: +971 2 4444 909 Fax: +971 2 4444 383

Note to Editors

ADIPEC

For more information, please visit www.adipec.com.

dmg world media energy division

The energy division of dmw world media, a part of the UK's Daily Mail and General Trust (DMGT), organises some of the world's largest oil and gas exhibitions & conferences including ADIPEC, Gastech, Global Petroleum Show (GPS), GO-EXPO North America, GO-INDIA, the International Pipeline Exposition & Conference and the Oil Sands Trade Show & Conference.

dmw world media

An international exhibition and publishing company, dmw world media produces over 300 market-leading trade exhibitions, consumer shows and fairs each year and publishes 45 related magazines, newspapers, directories and market reports. dmw world media employs 700 people



and maintains a worldwide presence through more than 30 offices in the United States, Canada, the United Kingdom, France, the United Arab Emirates, China, Australia and New Zealand. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest and most successful media companies in the United Kingdom.

dmg world media is already one of the leading exhibition organisers in the Middle East; producing as part of their Dubai exhibitions portfolio; Big 5 and Index, which are among the largest in the region.