

HALLIBURTON

Halliburton CEO Featured in New Television Advertising; Lesar Touts Company's Work in Iraq

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HOUSTON, Feb 5, 2004 (BUSINESS WIRE) -- Halliburton today announced the launch of a new television commercial featuring its president and CEO David J. Lesar. The 30-second ad addresses a number of the misrepresentations the company says have been part of the national political debate during the presidential campaign.

Specifically, Halliburton answers the suggestion that its contracts in Iraq were awarded because of anything but the quality of the company's work.

"We're serving the troops because of what we know, not who we know," Lesar says during the commercial.

"You've heard a lot about Halliburton lately," Lesar opens the ad.

"Criticism is OK. We can take it. Criticism is not failure.

"Our employees are doing a great job. We're feeding the soldiers. We're rebuilding Iraq.

"Will things go wrong? Sure they will. It's a war zone.

"But when they do, we'll fix it. We always have -- for 60 years for both political parties.

"We're serving the troops because of what we know, not who we know."

The spot closes with the company's slogan used in other commercials: Halliburton. Proud to serve our troops.

A Halliburton spokeswoman, Wendy Hall, said the ads address misstatements and wrong information put forward recently in the presidential political campaigns.

"We are clearing up the record," Hall said. "Just as our ad says, we want people to understand that we get our business based on the skills and abilities of our employees to deliver quality services to those who need them. We are very good at what we do, and we have done it for 60 years for both Republican and Democratic administrations."

"We understand that the war is a legitimate campaign issue," said Hall. "But in the words of the late Senator Daniel Patrick Moynihan, people are entitled to their own opinion. They are not entitled to their own facts."

The company did not discuss where the advertising will run.

SOURCE: Halliburton

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