

HALLIBURTON

Halliburton Introduces CleanStim(TM) Fracture Formulation Launches New Microsite on Hydraulic Fracturing Fluids Disclosure

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HOUSTON, Nov 15, 2010 (BUSINESS WIRE) -- Long recognized as the industry leader in advancing the science and engineering of the production enhancement technology known as hydraulic fracturing, Halliburton (NYSE:HAL) today announced the introduction of a first-of-its-kind fracture fluid system comprised of materials sourced entirely from the food industry.

The solution, which will be marketed under the trade name CleanStim(TM) Formulation, is an integral part of the company's new CleanSuite(TM) line of products.

"Halliburton pioneered fracturing technology more than 60 years ago, but the safe and efficient use of this technology has never been more important or in greater demand than it is right now," said David Adams, vice president of Halliburton's production enhancement product service line. "With the announcement today of our CleanStim(TM) Formulation and the CleanSuite(TM) line, we believe we've effectively set a new standard for how unconventional resources may be accessed and produced in the future."

Accessible online at www.halliburton.com/hydraulicfracturing, the microsite includes detailed product information not only for the CleanStim(TM) Formulation, but also Halliburton's new CleanStream(R) Service and CleanWave(TM) System. The CleanStream(R) Service uses UV light instead of additives to control bacteria. The CleanWave(TM) System treats wastewater at the wellsite, allowing it to be reused and recycled by the operator - significantly reducing the need for freshwater.

Also included on Halliburton's new microsite is a description of the company's advancements in the field of 3-D, subsurface fracture mapping, along with information on how the company's Advanced Dry Polymer Blender technology is being used to reduce chemical additive usage even further.

DISCLOSURE OF HYDRAULIC FRACTURING FLUIDS HIGHLIGHTED ON MICROSITE

As part of this effort, the Company also announced the launch of new content on the microsite designed to provide the public with information related to the identity and common uses of the additives and constituents generally involved in the hydraulic fracturing process - additives that typically comprise less than one-half of one-percent of the total water-and-sand-based solution.

"Halliburton has just made available new web pages to emphasize our forthright disclosure of the additives and constituents that are used for several typical wells in Pennsylvania. We believe this effort represents an important and substantive contribution to the broader long-term imperative of transparency," Adams added.

While the initial focus of the additive disclosure pages are limited to activities taking place in Pennsylvania, where development of the Marcellus Shale is already well-underway, the Company is committed to continuing to provide hydraulic fracturing fluid disclosure information for every U.S. state in which Halliburton's fracture stimulation services are in use.

ABOUT HALLIBURTON

Founded in 1919, Halliburton is one of the world's largest providers of products and services to the energy industry. With more than 55,000 employees in approximately 70 countries, the company serves the upstream oil and gas industry throughout the lifecycle of the reservoir - from locating hydrocarbons and managing geological data, to drilling and formation evaluation, well construction and completion, and optimizing production through the life of the field. Visit the company's website at www.halliburton.com.

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