



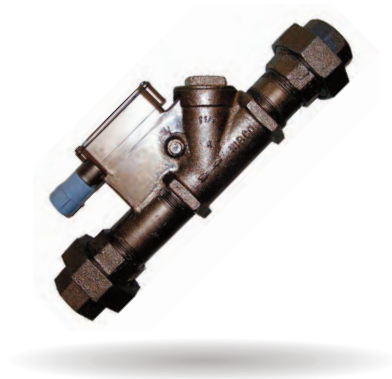
# Cushing Pump Regulator, LLC

## The Well Efficiency System



### *Remote Management and Control via Satellite*

- Maximize Oil Production Efficiency
- Reduce Operating Costs
- Improve Environmental Footprint
- Decrease Energy Consumption



***Pump Life into Your Marginal Well***



# Innovative Well Management




Cushing Pump Regulator's (CPR) **Well Efficiency System** is a complete well management system that is revolutionizing how the oil industry monitors and controls marginal oil producing wells. The CPR system is a low-cost, robust solution for enhancing production efficiency, lowering energy consumption, reducing equipment maintenance costs, and decreasing the labor costs associated with oil well monitoring. Using ORBCOMM's reliable global satellite network, CPR's **Well Efficiency System** provides well owners with real-time information about the operational status of their equipment anywhere in the world, including pump cycle data, critical alerts and oil production. CPR's customers can receive this critical data where and when they need it – on their computer, smart phone or both – without ever having to be in the field.

The CPR system is comprised of a well sensor and control box unit. The sensor is designed as a stand-alone, external attachment to the well head. There are no down hole accessories or monitoring devices. The sensor is attached between the well head


and the flow line using 1 1/2 inch connections on each end. The control box unit is powered using a 110VAC/220VAC single phase or a solar panel/battery 24VDC power source, which can be easily changed to suit varying power source requirements.

## CPR's Well Efficiency System


**CPR Valve** – The patent pending sensor technology is installed at the well pump head and connected to the CPR control box.




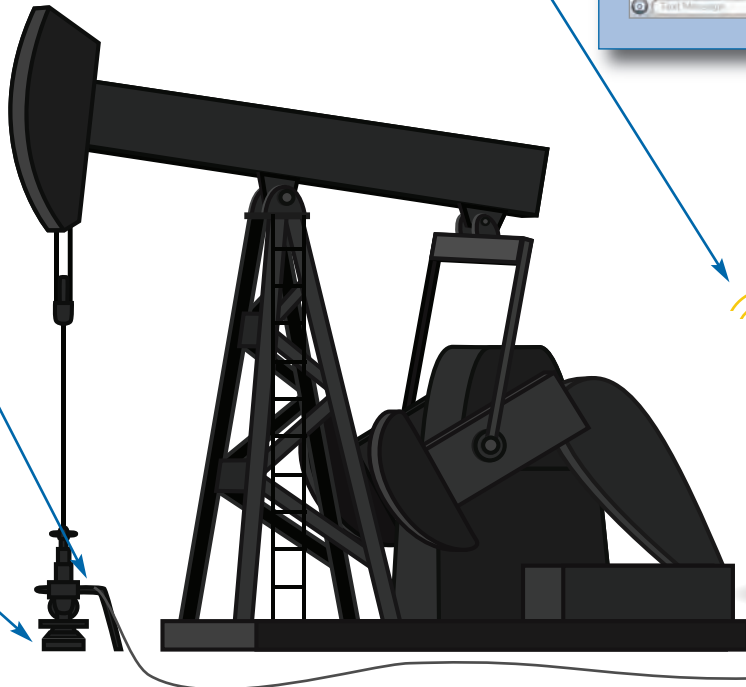
**ORBCOMM Satellite** – Global two-way satellite communications to send and receive data at any well location.



**Alerts** – Receive alarms for pump malfunction right to your computer or smart phone so you always know the status of your equipment anytime, anywhere.



**Well Cups** – Pump will shut down at the onset of pump down, reducing maintenance costs due to fluid pounding and extending the life of your cups due to dry pumping.

**CPR Controller** – A programmable, password-protected and user-friendly interface facilitates system set-up, on-site checking and system control.







# Advantages for Well Owners

CPR's **Well Efficiency System** goes beyond just well monitoring. With real-time updates via ORBCOMM's satellite communications network, the CPR system enables well owners to monitor and control their equipment effectively right from their computer or smart phone 24 hours a day, 7 days a week. From dynamically adjusting pump cycle times to reach a well's

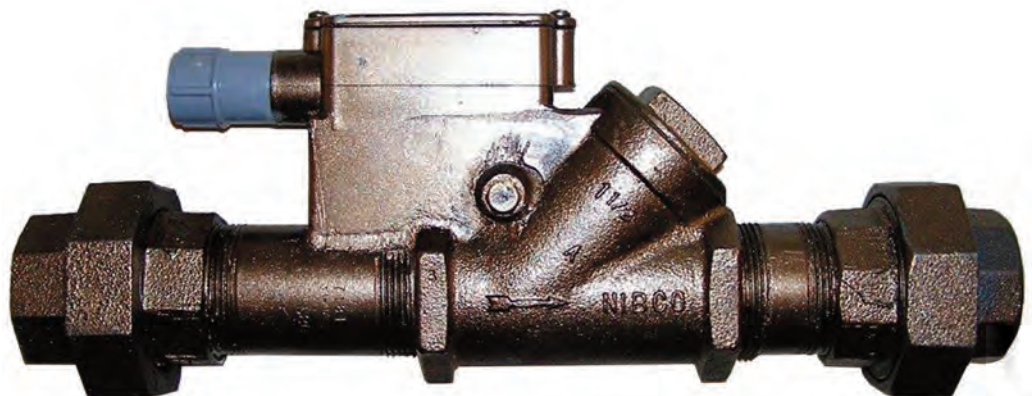
highest percentage of run time to sending immediate alerts when a pump malfunctions, CPR's **Well Efficiency System** is the ideal solution for increasing operational efficiency and reducing the costs to manage oil wells worldwide. The bottom-line benefits include:

- **Oil production efficiency** – By pumping shorter cycles, power consumption is greatly reduced, which maximizes energy savings. By only pumping when fluid is present, the well owner can prevent unnecessary wear and tear on critical pump components and motors and potentially increase the volume of oil production.
- **Elimination of oil spills and leaks** – The high-pressure control sensor integrated into the CPR valve allows the well owner to run the well year round, even in cold weather. Under normal conditions, the pump will shut down due to high flow line pressure caused by low temperature, and the owner will receive an immediate alarm via text or e-mail from the **Well Watcher Assistant**, CPR's real-time visibility tool.
- **Reduced well cup failure** – With complete control over pump down, the owner will never pump the well dry, improving operational safety and saving on costly cup burnouts.
- **Decreased brine** – By pumping frequently only in the oil zone above the water level and not over pumping, the owner will pump less brine and more oil. Less brine waste also helps reduce disposal costs and ensure the well production system is environmentally friendly.

CPR's **Well Efficiency System** can be installed easily by the well owner on any existing well. The unit requires no maintenance, and the upgrades to its programmable features can be made efficiently without interrupting production.

*CPR stands behind its **Well Efficiency System** and is committed to ensuring complete customer satisfaction. We will replace any unit that proves to be defective at no cost. In addition, we offer a 100% Performance Guarantee on our equipment that allows the customer to cancel their CPR system lease for any reason after a 30-day written notice to CPR.*

**CPR's patent pending valve was designed to optimize the efficiency of your well and maximize production through its innovative sensor technology.**



# CPR's Real-time Visibility Tool – Well Watcher Assistant



*Detailed productivity analysis assures optimal well production.*



*The dashboard allows you to easily access well statistics and action items to quickly respond to alerts.*



*Comprehensive well snapshots allow you to gather critical data on specific well metrics and remotely change cycle times.*

We look forward to helping you integrate our leading oil well management system into your business.

Reliable communications and broad network coverage are essential to maximize the benefits of CPR's **Well Efficiency System**. After the desired initial settings are entered into the system, the unit is ready to transmit all operating data to a computer, smart phone or both via ORBCOMM's global satellite communications network.

CPR's dynamic **Well Watcher Assistant** can provide the following critical data or alerts to the operator on a recurring basis:

- Pump "off time" for the last cycle, including running histories
- Percentage of "on time" relative to "off time," including running histories
- Alerts for high line pressure
- Alerts for watchdog fault once the run attempts have been reached
- Alerts for sensor fault once the run attempts have been reached
- Alerts for loss of vacuum, if using a vacuum pump
- Storage tank levels (*available in early 2013*)
- Oil production rate in BPD\*  
*\* requires operator estimate of water cut percentage, if any*

The operator will receive valuable dashboard data summaries for every well. Pump settings, cycle setting changes and relevant histories are easily monitored from your computer. Additionally, any pump setting(s) can be changed from your computer or smart phone, virtually eliminating site visits to the field.

## **Pump Life into Your Marginal Well**

**For more information on CPR's Well Efficiency System, please contact us today.**

[www.oilpumpcpr.com](http://www.oilpumpcpr.com)

Cushing Pump Regulator, LLC  
428 Roy Arnold Avenue  
Danville, KY 40422  
Phone: (888) 854-1350 or (859) 236-9379  
Email: [oilpumpcpr@gmail.com](mailto:oilpumpcpr@gmail.com)

