

Press Release
5th August 2013

ADROK CHALLENGES EXPLORATION INDUSTRY TO BE 'LESS BORING'

Adrok, the developers of a revolutionary subsurface scanner offering a greener, faster and cheaper way to explore for resources, are challenging the industry to be 'less boring' with the launch of its new marketing strategy. The 'It's less boring with Adrok' campaign highlights the major cost and environmental benefits of using the company's innovative scanner to explore for oil & gas and minerals.

Adrok's Atomic Dielectric Resonance (ADR) Scanner uses radio waves and microwaves to locate, identify and map subsurface natural resources including oil and gas, metallic ore deposits and industrial minerals. Unlike other 3D seismic technologies, ADR uses spectroscopy to measure the wavelengths and identify minerals and rock types in the subsurface. It reduces the need for expensive exploratory boreholes ensuring less impact on the environment.

Adrok's new marketing strategy comes on the back of an extremely successful year for the company which includes new global offices and a boost to employee numbers. In December 2012, the company announced a £1.8M expansion plan thanks to a Scottish Government grant towards hiring new geophysics and IT staff and building extra scanners to support new project wins. The company also opened Adrok Geosciences in Houston, a base in Perth, Australia and recently announced they are to open an office in Canada in September 2013.

The launch of the campaign includes a new website and the creation of a stunning CGI film highlighting the benefits of Adrok's technology as an adaptable piece of kit that can be used almost anywhere in the world. The company worked with brand and marketing agency Stirling Associates to create the new campaign which will be rolled out across advertising, events and PR over the next few months.

Gordon Stove, Managing Director of Adrok, said: "Having spent some years quietly building our business and developing the technology, it felt like the time was right to change our approach and challenge the industry to think differently.

"We believe we have much to shout about and our technology offers a cheaper, faster and greener way of exploring the subsurface of the earth. Sustainability and cost are key issues for the industry

and we came up with 'It's less boring' to challenge the old ways of seismic exploration and show the industry there is a better alternative."

The new Adrok website and CGI film is available to view at www.adrokgroup.com.

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Notes to editors

About Adrok

Adrok was founded by Dr. Colin Stove, the inventor of the technology, and his son Gordon in 1997. Since then, in addition to government funding, Adrok has invested over £3 million to advance and commercialise the technology. Adrok launched its first commercial services offering, called "Predrilling Virtual Logging", in the summer of 2007.

www.adrokgroup.com