



NEWS RELEASE

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For immediate release

Houston, TX (July 1, 2010) -- **Hart Energy Publishing** welcomes **Greg Salerno** as **Director of Marketing** for upstream through midstream operations -- its publications, web sites, online and conference events and other information products covering the exploration, drilling, production, transportation and midstream processing markets. In addition to leading the Hart Energy internal marketing team, he will serve as the organization's chief brand manager, reporting to Hart President & CEO Rich Eichler.

"Greg is an accomplished communicator and marketer, a successful brand manager with deep experience in the energy industry," Eichler said. "He's been responsible for delivering results from all sides of the desk -- and he's well-qualified to add value across our operations. We're proud to have him in our group."

A former news reporter and business publication editor, Salerno brings 30 years' experience in business-to-business marketing communications in oil and gas services markets to this new role. His management responsibilities have encompassed advertising, marketing, public relations and internal communications with *Fortune 500* corporations, advertising and marketing services agencies and start-up companies. Most recently he was VP -- Corporate Media for Remedial Offshore (Remedial (Cypress) PCL), an operator of specialized offshore well intervention vessels, and prior to that he served a decade as Manager -- Advertising & Public Relations for BJ Services Company.

The Business Marketing Association (BMA) Houston chapter recognized him in 2005 with its "Lifetime Achievement Award," making him its youngest recipient. He also served on the BMA international board 2005-07.

With its *Oil & Gas Investor*, Hart's *E&P*, the Unconventional Gas Center, *Pipeline & Gas Technology*, *FUEL* and many other media products, **Hart Energy Publishing, LP**, is the leading multi-platform information provider for today's oil and gas industry. Headquartered in Houston with offices in New York, London, Washington, Brussels, and Singapore, **Hart Energy** provides web sites, newsletters, custom publishing products, conferences, and unique multi- and single-client consulting services to a global client base.

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