

Flow Research, Inc.
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Dear Product or Marketing Manager:

Are you aware of the eight major ownership changes that have occurred in the last few months or are pending in the flowmeter business? Are you aware of new plants being built by Shell, Dow Chemical, BASF, and ADM? Do you what features users would like to see in their flowmeters? Chances are you don't know the answers to these questions – unless you are a subscriber to the Worldflow Monitoring Service. These are all examples of subjects covered in recent Worldflow reports.

What is the Worldflow Monitoring Service?

Worldflow Monitoring Service is a monthly report service from Flow Research. Every month, you receive one of three Worldflow reports that keep you updated on the flow and process industries. Worldflow rotates through the three different reports each quarter. These three reports are called:

- Worldflow Barometer (flow industry)
- Worldflow Monitor (process industries)
- Worldflow Perspective (user surveys)

You will also receive continuous access to the online “Living Database” that contains product specs, photos, and descriptions for flowmeters offered worldwide. The Living Database also contains much valuable market research information that is not available elsewhere.

Why this service?

One reason for Worldflow **is to keep you informed about developments in the flowmeter business**. New products are introduced regularly. Companies merge, form alliances, and acquire other companies. For example, do you know what company just bought Halliburton's turbine meters? Have you heard of the company that is introducing an entirely new type of flow technology based on sonar principles? We track important events like these and others and bring them to you in the **Worldflow Barometer**. You can then take these events into account when formulating your company strategies. The Market Barometer provides an update on every flow technology every quarter, and brings you information not available in our studies.

Another reason for Worldflow is **keep you informed about developments in the process industries**. Is capital spending up or down in refining? Are chemical shipments increasing or decreasing? What new regulations are coming into effect that will impact the need to buy instrumentation? We monitor the process industries, interview key players, and present the

data in a single report. **Worldflow Monitor** closely follows the oil & gas, refining, chemical, food processing, pharmaceutical, pulp & paper, power, and water & wastewater industries. It also looks at US and world economies, and prospects for growth.

Perhaps the most popular feature of the Worldflow Monitor is the New Projects section. Every quarter, we find new projects planned or under construction in each of the six industries we cover. **We find out about these projects so that you can potentially bid on them.** These projects invariably require instrumentation, and we bring the news of the projects to you so that you have a chance to make a sale.

How many people in your organization follow developments in the process industries? How many of them would do their jobs better if they knew what is going on the chemical, refining, food processing, and other process industries? **The Worldflow Monitor comes in PDF format so that you can distribute it within your organization to anyone who needs to stay up-to-date on the process industries.** Keep all the members of your team informed without having to spend hours looking through dozens of different journals. We gather the important news and bring it to you in one single document every quarter.

A third reason for the Worldflow service is **to keep you informed about the changing needs of end-users.** User surveys can be very expensive if just one company commissions them. The **Worldflow Perspective** spreads the cost among a number of companies. Surveys that are done one time only cannot capture changes in user perspective caused by shocks, like September 11 or the Enron debacle. We do a survey every quarter. As a result, we can immediately spot changes in buying patterns.

Worldflow Perspective surveys also give us a chance to look in more detail at specific issues that may not get looked at anywhere else. Past issues have taken an in-depth look at flowmeter usage patterns in the refining, oil & gas production, chemical, and food processing industries. They have also looked at the results of an end-user conference on ultrasonic flowmeters, what features end-users would like to see in flowmeter, and what line sizes make up the installed base of flowmeters.

To subscribe to Worldflow, simply fill out the attached subscription form and fax it back to Flow Research. Or, send an email to jesse@flowresearch.com. You will receive the reports in PDF and in hardcopy format. Join the growing ranks of companies that rely on the Worldflow Monitoring Service to keep their key people updated on the flow and industries.

Best regards,

Jesse Yoder

P.S. Please take a look at the substantial savings you receive with our Gold, Silver, and Bronze packages. You can order directly by sending an email to jesse@flowresearch.com.

Easy Faxback Worldflow Subscription Form

Thanks for your interest in Worldflow! To subscribe, fax this order form to (781) 224-7552, email your order to jesse@flowresearch.com or phone us at (781) 245-3200.

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Worldflow à la Carte Subscriptions *Sign me up for one year:*

_____ Worldflow Barometer at \$2,750 (40 – 80 pages)

_____ Worldflow Monitor at \$1,750 (60 – 100 pages)

_____ Worldflow Perspective at \$3,900 (40 – 80 pages)

_____ Worldflow Living Database at \$1,500 (always available online)

Save with Worldflow Annual Subscription Packages!

I want an integrated look at the Worldflow market. Sign me up for one year:

_____ **Gold Package** (\$6,500). Includes the Worldflow Barometer, the Worldflow Monitor, the Worldflow Perspective, Flash Reports, and the Living Database. Also includes 10% off on future custom projects, 1/2 day of free consulting, and 10% off on future purchases of flowmeter studies from Flow Research, Inc. and Ducker Worldwide.

_____ **Silver Package** (\$5,500). Includes the Worldflow Barometer, Worldflow Monitor, and Worldflow Perspective. Also includes 5% off on future custom projects, 5% off on future purchases of flowmeter studies from Flow Research and Ducker Worldwide.

_____ **Bronze Package** (\$3,950). Includes the Worldflow Barometer and Worldflow Monitor.

Send your check, payable to Flow Research, to

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_____ I have enclosed a check for the amount due. _____ Invoice me. (Payable in 30 days)

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