

A. CONTROL VERSION

Dear {SALUTATION} {LASTNAME}:

At some point you've probably considered selling all or part of your interest in your oil and gas mineral leases. Maybe you're tired of the hassle, the taxes and volatile prices. Perhaps you already know how you'd use the lump-sum cash payment—buy a house, pay for a wedding, college, start a business, travel, pay medical expenses—but you don't know what a fair price would be for your mineral, royalty or working interest.

Today, there's an easy, no-obligation way to determine the maximum market value of your oil and gas interests.

Royalty Clearinghouse is one of the most successful and respected oil and gas royalty and mineral rights purchasers in the United States. We've earned this reputation because of our professional, courteous, and knowledgeable staff as well as our proprietary decline curve analysis and engineering software that allows us to offer leaseholders like you the highest possible prices—including no transaction costs or filing fees.

Now, we've adapted this exclusive technology to provide you with an instant, secure, online estimate of how much your oil and gas interests are worth RIGHT NOW.

Simply log onto www.URLname.com using this unique PIN: [MAILPIN] Then, just enter some basic information about each property. When you submit your data, you will receive an estimated current price—the amount Royalty Clearinghouse would pay you today for all or part of your oil and gas interests.

No salesman will call you, there's no pressure and no hassle. And, you'll have the information you need to decide if selling your lease now is the right choice for you, your family or your business. Because we understand that when it comes to decisions like this, knowledge is power.

Sincerely,

NAME

P.S. Go online today for your estimate, call us at **PHONE NUMBER** to speak to a specialist, or e-mail us at al@royaltyclearinghouse.com. If you prefer, mail or fax us a copy of your most recent two or three check stubs for a no-obligation quote.

B. RELATIONSHIP VERSION

Dear {SALUTATION} {LASTNAME}:

When it comes to making decisions about your oil and gas mineral leases, knowledge is power, and solid guidance from a respected, qualified and experienced source is invaluable. You need unbiased information from someone who understands your needs and your property's future production potential, the risks and rewards to consider, and what a fair price would be if you decide to sell all or part of your mineral, royalty or working interest.

Let Royalty Clearinghouse help you learn how to achieve the maximum value for your oil and gas interests by taking you step-by-step through your options and alternatives—with no obligation or cost to you.

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In fact, we're making this exclusive technology available to you right now, so you can get an instant, secure, online estimate of how much your lease is worth.

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But there's likely more to your decision than just price. So, within 24 hours of receiving your information, a Royalty Clearinghouse oil and gas mineral lease specialist will be in touch to learn about your needs and objectives help you understand your opportunities. No pressure, no hassle, no cost—just the information you need to make the right decision for you, your family or your business.

Sincerely,

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C. QUESTION/PROFESSIONAL VERSION

Dear {SALUTATION} {LASTNAME}:

When it comes to your oil and gas mineral, royalty or working interest, has recent volatility in prices (and in the amount of your checks) made you wonder just how much your interest in a specific well is really worth? Are you still comfortable assuming the risk for how long the property will keep producing? Have you ever considered selling all or part of your interest, but had no idea what a fair price would be?

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