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**Geoforce Wins Boston Strategies International's  
2012 Oil and Gas Award for Excellence in Supply Chain Management**

April 20, 2012

Boston Strategies International (BSI) is pleased to announce Geoforce Inc. as one of three winners of its 2012 Oil & Gas Award for Supply Chain Management Excellence.

BSI has conducted an annual in-depth global operations management benchmark study in the oil and gas industry since 2008. This year it screened over 200 candidate operations and supply chain management improvements among National Oil Companies, International Oil Companies, Equipment Providers, and Service Providers.

Geoforce won the award based on its ability to reduce third party equipment costs and nonproductive downtime through the use of its equipment tracking service. The firm tracks equipment electronically through its rugged GPS devices and web-based software, eliminating time spent looking for assets such as frac tanks and baskets, as well as the need to hold safety stock of these items. One customer in the refining industry estimates that using this service will allow it to reduce third party equipment costs by more than 20%, as well as cut downtime.

James MacLean III, President at Geoforce, accepted the award, saying: "Thank you for selecting Geoforce for the 2012 Oil and Gas Supply Chain Awards. Geoforce provides real-time GPS tracking technology that has demonstrated proven benefits to large Oil and Gas customers, both upstream and downstream, across six continents."

Geoforce is a privately held firm that was founded in 2007 by Oil and Gas and wireless technology industry veterans to provide oilfield asset management solutions utilizing a blend of GPS, RFID, Bluetooth and other wireless technologies. For more information, please visit [www.geoforce.com](http://www.geoforce.com).

Boston Strategies International ([www.bostonstrategies.com](http://www.bostonstrategies.com)) is a supply chain management consultancy serving the oil & gas, power generation industries.

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