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**Geophysical Insights selects Advertas as their
marketing and public relations agency**

Houston, TX – 27 October 2010– Geophysical Insights, a company that develops and applies advanced analytic technology for seismic interpretation, announced today their selection of Advertas as their marketing and public relations agency. Geophysical Insights was recently launched by Dr. Tom Smith, former President and founder of Seismic Micro Technology (SMT).

Advertas provides an integrated marketing and public relations program for energy and technology companies. Initiatives to be undertaken by Advertas on behalf of Geophysical Insights will include website development, media coverage, article placement, newsletter design/distribution, conference planning, web seminar organization, speaking engagements, and organizing executive briefings. The marketing and public relations program is expected to build awareness of the Geophysical Insights brand, drive traffic to the company's new website, and ultimately generate leads.

"We needed a marketing and public relations agency that understood the energy industry and could assist in the launch of Geophysical Insights," says Dr. Smith. "Since working with Advertas, we have created the company's identity and have received excellent coverage in oil and gas publications. I look forward to working with the Advertas team in building our brand."

"Geophysical Insights has disruptive, game-changing capabilities for seismic interpretation, and we are proud to have Tom and his team as a client," says Hal Green, Managing Director of Advertas. "The new company is already showing excellent signs of growth potential as stakeholders throughout the industry express interest. I am confident that the launch of Geophysical Insights will be a huge success."

About Geophysical Insights

Geophysical Insights (www.geoinsights.com) develops and applies advanced analytic technology for seismic interpretation to reduce the risk and time associated with oil & gas exploration. Offering consulting services and training, the company applies their analytic developments to the benefit of any energy-related companies who seek deeper insights into the results of seismic surveys.

About Advertas, LLC

Founded in 2004, Advertas (www.AdvertasMarketing.com) provides marketing, strategy, and public relations to energy and technology companies. The Advertas team leverages a unique combination of energy domain expertise, a fundamental understanding of how our clients go-to-market, proven marketing strategies, and creative excellence. The company offers a unique, integrated marketing and public relations program that focuses on web-presence and promoting the thought leadership of clients.