

## ABOUT PSD

Pulse Data Inc. ("Pulse") is a market leader in the acquisition, marketing and licensing of 2D and 3D seismic data for the energy sector in Western Canada. Pulse owns the second largest licensable seismic data library in Canada, currently consisting of approximately 257,300 net kilometres of 2D seismic and 12,000 net square kilometres of 3D seismic. The library extensively covers the Western Canada Sedimentary Basin where most of Canada's oil and natural gas exploration and development occurs.

Pulse grows its seismic data library in two ways: the direct purchase of existing seismic data from oil and gas companies and competitors or shooting new seismic data in conjunction with oil and natural gas explorers (participation surveys).

Pulse has publicly traded on the Toronto Stock Exchange since 2001. The Company has paid its shareholders a quarterly dividend since 2003, and has one of the highest dividend yields on the TSX.

## SEISMIC DATA – WHAT'S IT ALL ABOUT?

Simply put, seismic provides the information to probe beneath the surface of the earth as part of the process in searching for economic deposits of oil and natural gas. Over the years, Pulse has collected high-quality seismic data to create a library that in turn is licensed to oil and natural gas companies. The oil and natural gas companies then use the seismic data in their decision process of drilling oil and natural gas wells. As an integral part of the drilling process, seismic accounts for approximately 5% of the total cost of drilling a well.

## DID YOU KNOW:

Cost to shoot new 2D seismic	\$7,000 – \$90,000/km
Cost to shoot new 3D seismic	\$25,000 - \$60,000/sq. km
Cost to license Pulse's 2D seismic data	\$300 - \$20,000/km
Cost to license Pulse's 3D seismic data	\$8,000 - \$21,000/sq. km
Estimated replacement value of Pulse's 2D seismic library	\$750,000,000
Estimated replacement value of Pulse's 3D seismic library	\$300,000,000

## QUARTERLY DIVIDEND

On September 21, 2007, the Board of Directors of Pulse approved a 33 percent increase to the annual dividend rate from \$0.15 to \$0.20 per common share. This was the third increase in the dividend since Pulse commenced paying a dividend in 2003.

On November 6, 2008 Pulse declared its twenty-second consecutive quarterly dividend. The dividend is \$0.05 per common share payable on December 19, 2008 to shareholders of record on the close of business on December 5, 2008.

For information about Pulse's Dividend Reinvestment and Share Purchase Plan please visit [www.pulsedatainc.com](http://www.pulsedatainc.com).

## PULSE'S STRATEGY

### GROWTH

- Pulse is a growth company. The business model is fundamentally based on continually growing the library with high-quality complementary seismic data.

### YIELD

- Focusing on cash EBITDA in its business model enables Pulse to pay regular cash dividends.
- As at September 30, 2008 the dividend yield was 8.0. At November 10, 2008, the dividend yield was 10.5%.

### DIVIDENDS PAID (\$/share)



\* 2007 Annual dividend rate was increased to \$0.20/per share in Q4, 2007.

\*\* Includes dividends declared in 2008.

### VALUE

- Pulse provides value to its customers by providing an extensive library of 2D and 3D seismic data in assisting oil and natural gas companies to find new reserves or replace production.
- Pulse offers value to its shareholders by paying cash dividends from the cash EBITDA that it generates.

## INVESTMENT DATA

(as of September 30, 2008)

### TSX: PSD

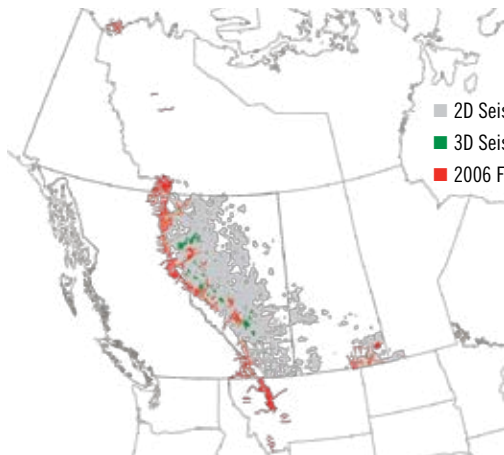
Basic shares outstanding:	53,894,946
Annual dividend rate:	\$0.20/share
52 week high/low:	\$3.40/\$2.15

## 2008 Financial Summary

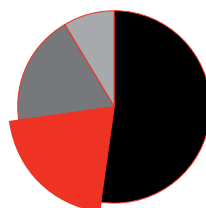
	9 months ended September 30, 2008 (unaudited)	9 months ended September 30, 2007 (unaudited)	Year ended December 31, 2007
Continuing Operations (\$000s except per share data and number of shares)			
Revenue from continuing operations:			
Data library sales	\$ 26,827	\$ 30,220	\$ 41,215
Participation surveys	\$ 6,307	\$ 2,549	\$ 3,010
Total revenue from continuing operations	\$ 33,134	\$ 32,769	\$ 44,225
Net earnings from continuing operations	\$ 2,520	\$ 1,493	\$ 2,511
Net earnings from continuing operations per share:			
Basic & diluted	\$ 0.05	\$ 0.03	\$ 0.05
Funds from continuing operations <sup>(a)</sup>	\$ 25,950	\$ 22,749	\$ 31,208
Funds from continuing operations per share <sup>(a)</sup> :			
Basic	\$ 0.48	\$ 0.46	\$ 0.61
Diluted	\$ 0.48	\$ 0.45	\$ 0.61
Cash EBITDA <sup>(a)</sup>	\$ 20,845	\$ 24,147	\$ 33,038
Weighted average shares outstanding:			
Basic	54,067,344	49,544,392	50,828,071
Diluted	54,476,972	50,303,149	51,378,310
Shares outstanding at period end	53,894,946	54,589,002	54,481,601

<sup>(a)</sup> The Company's continuous disclosure documents provide discussion and analysis of certain non-GAAP financial measures. These non-GAAP financial measures are defined in the Company's most recent annual and interim reports.

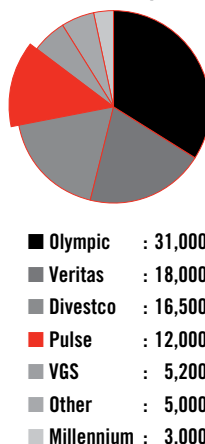
### Pulse's Seismic Library at a Glance



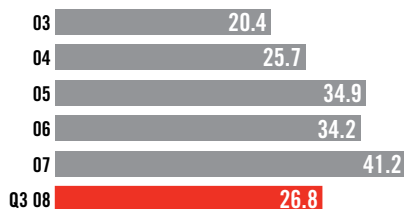
Estimated Canadian  
2D Market (km)



Estimated Canadian  
3D Market (sq km)



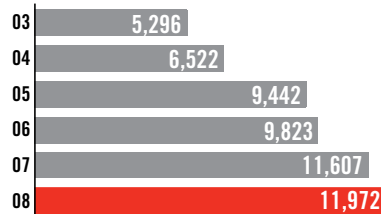
Seismic Data Licensing Sales  
(\$ millions)



2D Seismic Data (net km)



3D Seismic Data (net sq km)



## CORPORATE INFORMATION

Fall 2008

### OFFICERS

**Douglas Cutts**  
President & CEO

### Brent Gale

Vice President Operations & COO

### Pamela Wicks

Vice President Finance

### Neal Coleman

Vice President Sales & Marketing

### Norman Hall

Corporate Secretary

### BOARD OF DIRECTORS

#### Graham Weir <sup>(1) (3)</sup>

Chairman of the Board  
Independent Businessperson

#### Daphne Corbett <sup>(1) (3)</sup>

Independent Businessperson

#### Douglas Cutts <sup>(4)</sup>

President & CEO  
Pulse Data Inc.

#### Arthur Dumont <sup>(2) (3) (4)</sup>

Independent Businessperson

#### Peter Fuss <sup>(2) (3)</sup>

Independent Businessperson

#### Robert Robotti <sup>(1) (3)</sup>

President & Managing Director  
Robotti & Company Incorporated

#### Clark Zentner <sup>(1) (3)</sup>

Independent Businessperson

#### Donald West <sup>(2) (3) (4)</sup>

Independent Businessperson

<sup>(1)</sup> Member of the Audit Committee

<sup>(2)</sup> Member of the Compensation Committee

<sup>(3)</sup> Member of the Corporate Governance Committee

<sup>(4)</sup> Member of the Environmental, Health and Safety Committee

### CURRENT ANALYST COVERAGE

Paradigm Capital Inc.

Fraser MacKenzie Limited

Peters & Co.

Dundee Securities Corporation

### TRANSFER AGENT

Computershare Trust Company of Canada

1-800-564-6253

### AUDITORS

KPMG LLP

Calgary, Alberta

### FOR MORE INFORMATION:

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