



**Pulse Seismic Inc.
Corporate Presentation**

Fall 2009



Forward-Looking Statements

This document contains information that constitutes “forward looking information” or “forward looking statements” (collectively, “forward looking information”) within the meaning of applicable securities legislation. This forward looking information includes, among other things, statements regarding: estimated future demand for seismic data; estimated future seismic data sales; estimated future demand for participation surveys; estimated costs, funding, size, commencement dates and delivery dates of participation surveys; planned future participation surveys; planned growth of the seismic data library; estimated future revenues, cash flow, cash EBITDA and earnings; estimated future oil and gas drilling activities; planned future dividend payments; planned future normal course issuer bid purchases; Pulse’s business strategy; other expectations, beliefs, plans, goals, objectives, assumptions, information and statements about possible future events, conditions, results and performance.

Often, but not always, forward looking information uses words or phrases such as: “expects”, “does not expect” or “is expected”, “anticipates” or “does not anticipate”, “plans” or “does not plan”, “estimates” or “estimated”, “projects” or “projected”, “forecasts” or “forecasted”, “believes” or “does not believe”, “intends” or “does not intend”, “likely” or “unlikely”, “possible”, “probable”, “scheduled”, “positioned”, “goal”, “objective”, “hopes”, “optimistic” or states that certain actions, events or results “should”, “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved.

Undue reliance should not be placed on forward-looking information. Forward looking information is based upon current expectations, estimates and projections that involve a number of risks and uncertainties which could cause actual results to vary and in some instances to differ materially from those anticipated in the forward looking information.

The material risk factors include, but are not limited to: the demand for seismic data and participation surveys; the pricing of data library license sales; the level of pre-funding of participation surveys, and the ability of the Company to make subsequent data library sales from such participation surveys; the ability of the Company to complete participation surveys on time and within budget; the price and demand for oil and natural gas; the level of oil and gas exploration and development activities; the ability of the Company’s customers to raise capital; environmental, health and safety risks; the effect of seasonality and weather conditions on participation surveys; federal and provincial government laws and regulation, including taxation, royalty rates, environment and safety; competition from other seismic data library companies; dependence upon qualified seismic field contractors; dependence upon key management, operations and marketing personnel.

The foregoing list of risks is not exhaustive. Additional information on these risks and other factors which could affect the Company’s operations or financial results are included in the Risk Factors section of the Company’s MD&A for the most recent calendar year and interim periods, which can be found at www.sedar.com and on the Company’s website at www.pulsesismic.com. Forward looking information is based upon the assumptions, expectations, estimates and opinions of the Company’s management at the time the information is presented.

Pulse Snapshot

- Pure play seismic data library provider
- A market leader in the acquisition, marketing and licensing of 2D and 3D seismic data to the oil and natural gas industry
- Seismic data is essential to oil and natural gas companies in exploration and development programs
- Pulse generates revenue through:
 - Licensing 2D and 3D seismic data from the existing library; and
 - Participation surveys – targeted high percentage prefunding on new 3D seismic surveys managed and owned by Pulse

CORPORATE STRUCTURE

MANAGEMENT TEAM

Douglas Cutts, *President, C.E.O. and Director*

Brent Gale, *Vice President Operations and C.O.O.*

Pamela Wicks, *Vice President Finance*

Neal Coleman, *Vice President Sales and Marketing*

INDEPENDENT DIRECTORS

Graham Weir, *Chair of Pulse Seismic Inc., Chairman Graymont Limited*

Daphne Corbett, *Independent Businessperson*

Arthur Dumont, *Independent Director*

Robert Robotti, *President, Robotti & Company LLC*

Don West, *Independent Businessperson*

Clark Zentner, *Independent Businessperson*

Share Structure

Shares outstanding	53.1 million
Management/directors/ employees/consultants	13%
Institutional	60%
Retail/float	27%
Share price (at November 23, 2009)	\$1.20
Market capitalization	\$64 million
Enterprise value	\$77 million

Current Financial Position – Strong Balance Sheet

Opening 2009 working capital	\$14 million
New syndicated bank credit facility	\$75 million
Available borrowing capacity	\$46 million
Unused bank operating line	\$5 million
Cash at September 30, 2009	\$16 million
Total debt at September 30, 2009	\$29 million

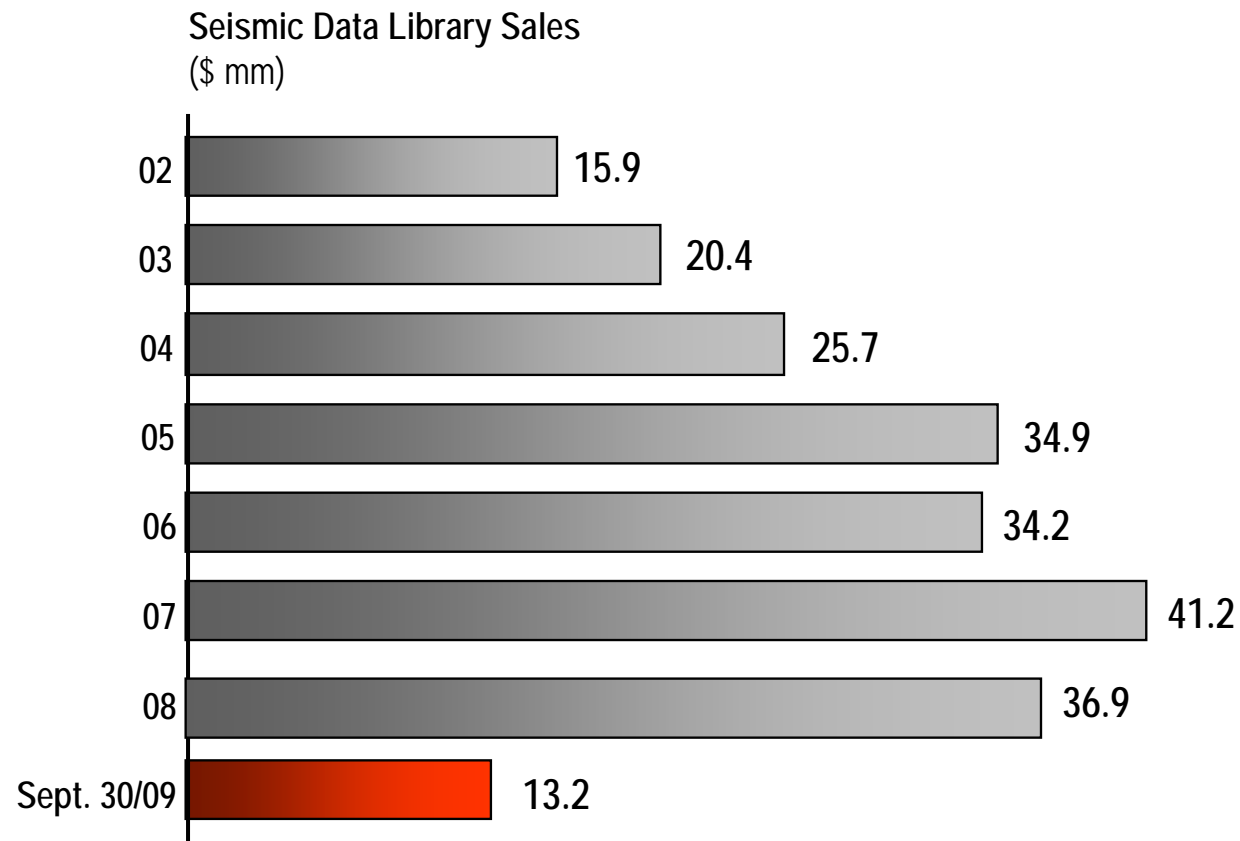
Dividend temporarily
suspended to conserve cash

KEY FINANCIAL STATISTICS

<u>(continuing operations)</u>	<u>Nine months ended September 30,</u>		
	<u>2009</u>	<u>2008</u>	<u>Y/E 2008</u>
Data library sales (\$MM)	13.2	26.8	36.9
Participation survey revenue (\$MM)	<u>7.3</u>	<u>6.3</u>	<u>8.5</u>
Total revenue (\$MM)	20.5	33.1	45.4
Cash EBITDA (\$MM)	8.7	20.9	28.2
Cash EBITDA per share (\$)	0.16	0.38	0.52
Working capital (\$MM)	13.8	7.3	14.4
Total long-term debt (\$MM)	29.8	26.0	34.0
Cash operating margin (%)	77	81	79

THE VALUE OF PULSE

STRONG GROWTH HISTORICALLY IN DATA LIBRARY SALES

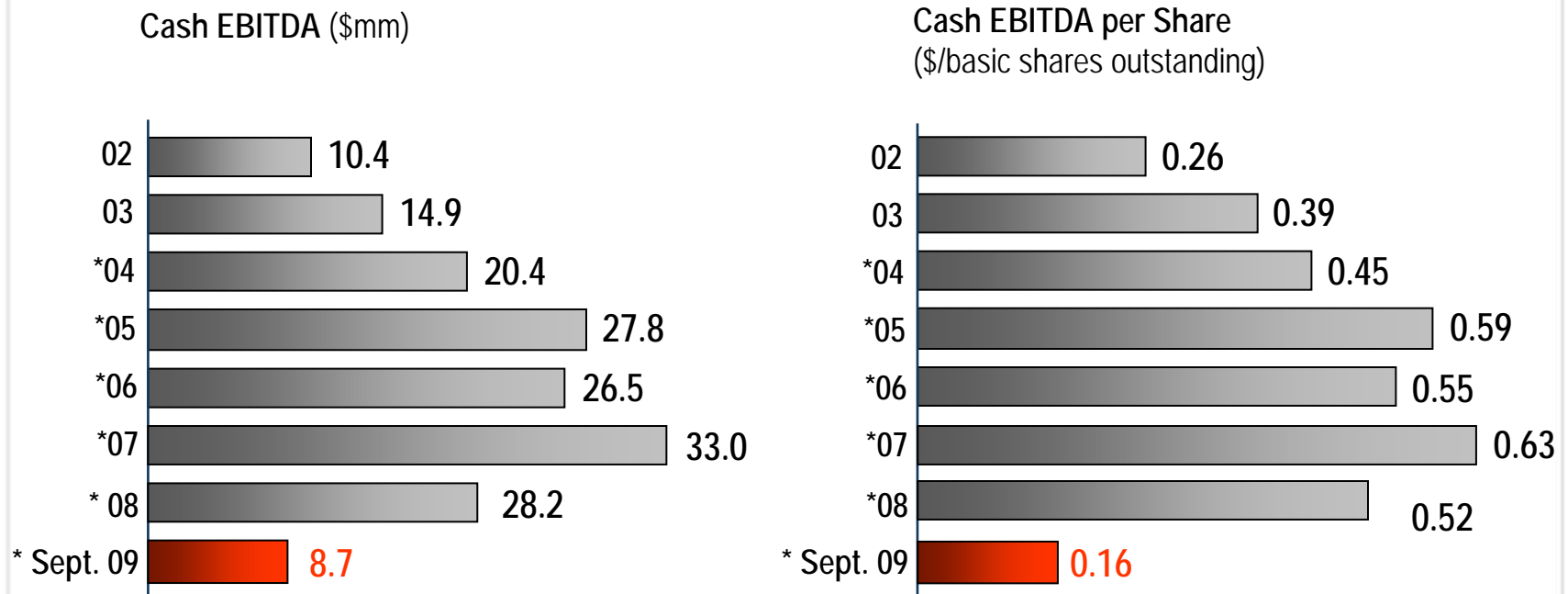


CASH EBITDA

(\$ in millions) (continuous operations)	Nine months ended September 30,		
	2009	2008	Y/E 2008
Cash data library sales	13.2	26.8	36.9
Participation survey revenue	7.3	6.3	8.5
Less:			
Operating expenses	(1.8)	(2.4)	(3.4)
G & A	<u>(2.9)</u>	<u>(4.0)</u>	<u>(6.0)</u>
EBITDA	<u>15.8</u>	<u>26.7</u>	<u>36.0</u>
Less:			
Participation survey revenue	(7.3)	(6.3)	(8.5)
Add:			
Non-cash expenses	0.2	0.4	0.7
Non-recurring expenses	<u>—</u>	<u>—</u>	<u>2.4</u>
Cash EBITDA	<u>8.7</u>	<u>20.8</u>	<u>28.2</u>
Cash EBITDA per share	<u>\$0.16</u>	<u>\$0.38</u>	<u>\$0.52</u>

THE VALUE OF PULSE

PULSE HAS HISTORICALLY GENERATED STRONG GROWTH IN CASH EBITDA



* 2004 - 2009 are based on Cash EBITDA from continuing operations (seismic business).

2009 Operations

- Two 3D participation surveys conducted in active exploration areas of west central Alberta:
 - First survey totalling 291 net sq. km was delivered in Q1, 2009
 - Second survey totalling 108 net sq. km was delivered in Q4, 2009
 - Total cost \$12.1 million
- One 2D data acquisition – total cost \$175,000

The Value Proposition

Strength

- Financially strong
- Experienced management
- Bench strength of team
- Valuable product

Growth

- Seek prudent growth that generates strong cash EBITDA
- Opportunity for high-quality 2D and 3D seismic acquisitions at attractive prices
- Prudently pursuing 3D participation surveys with senior and financially strong intermediate and junior producers, in active drilling areas
- Ample cash and available credit

Value

- Valuable product offering that does not degrade or expire
- Seismic library has estimated replacement value of \$1 B and net book value of \$70 MM
- Data library sales generated cumulative return on participation survey capital employed of 213% over past 10 years
- Data library sales generated cumulative return on total capital employed of 124.7% over past 10 years

A Closer Look at Our Business: The Value of Seismic – 2D Seismic

- Seismic is one of the key tools for oil and natural gas exploration – critical to drilling success
- For 2D, this means “high-fold” data that covers multiple geological zones
- 2D continues to be used to generate large regional initial leads and prospects in new exploration areas
- Many historical 2D seismic shoots are almost irreplaceable today due to high costs or environmental concerns
- Continually improving processing and interpretation technologies maintain the usefulness of historical 2D data
- The 2D data gets licensed over and over
- 2D generated half of Pulse’s total library data sales in 2008

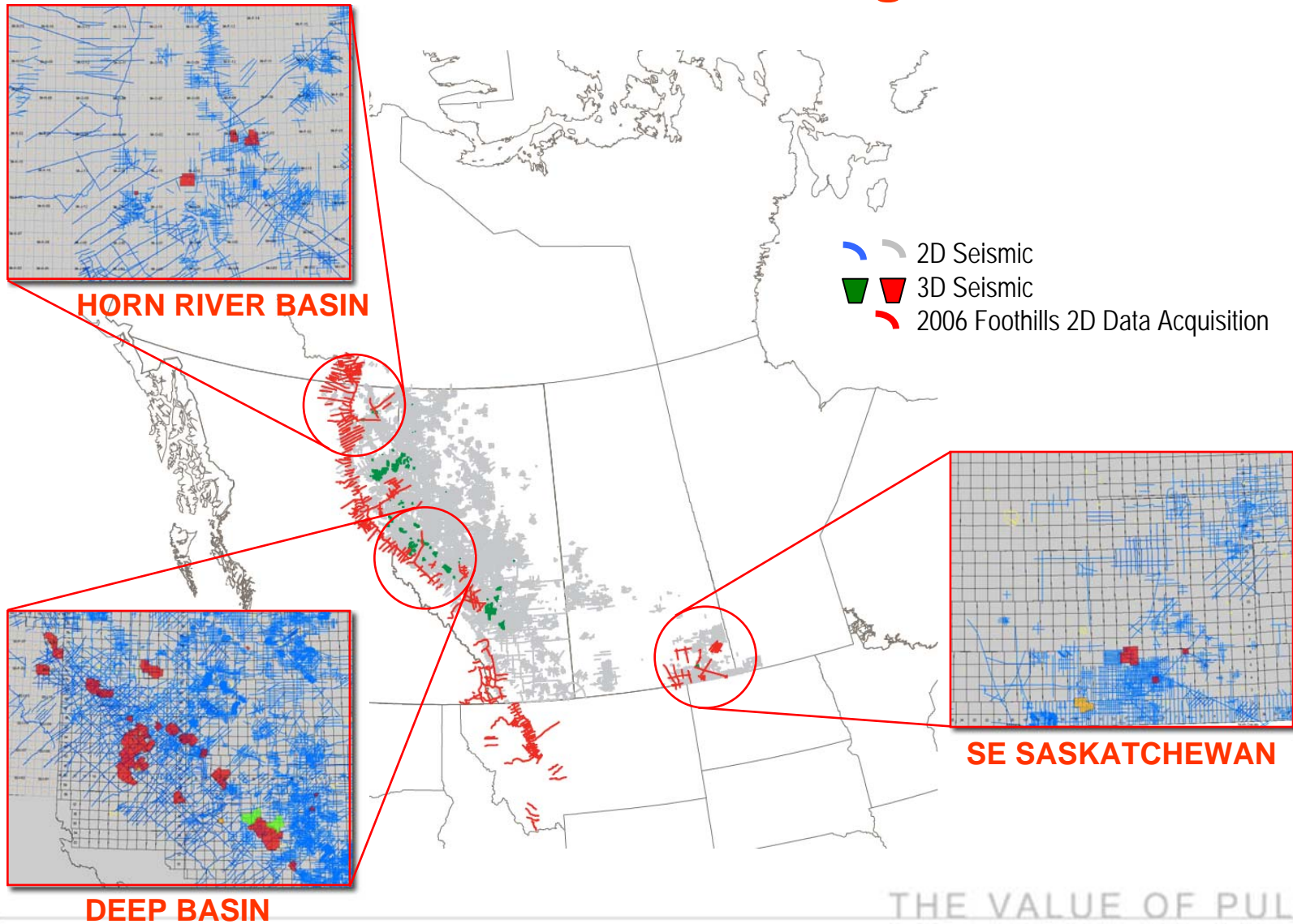
A Closer Look at Our Business: The Value of Seismic – 3D Seismic

- 3D seismic is newer and more expensive
- 3D seismic is shot in grids, generating a three-dimensional image of the sub-surface
- Enables a more precise definition of geologically complex targets
- Facilitates precise placement of oil and natural gas wells
- Used for nearly all forms of drilling
- Particularly important for horizontal drilling, unconventional plays like shale gas and complex conventional drilling

A Closer Look at Our Business: The Best Seismic Library in Canada

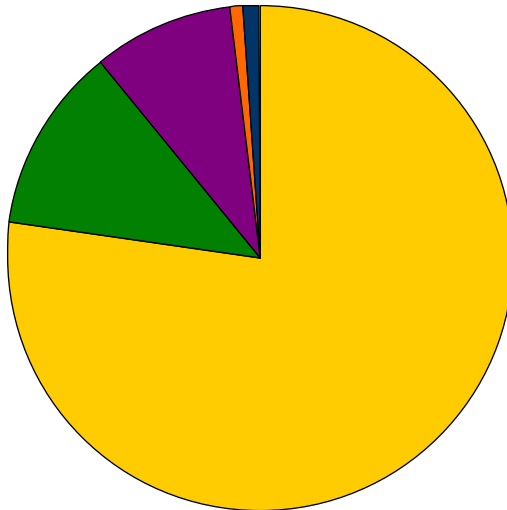
- Pulse has second-largest licensable seismic database covering western Canada
- November 2009, Pulse's seismic library totals:
 - 257,994 net linear kilometres of 2D data
 - 12,913 net square kilometres of 3D data
- Our library data is attractive to customers because it is:
 - High in quality
 - Provides extensive coverage throughout western Canada
 - Delivered promptly to our customers

A Closer Look at Our Business: Pulse's 2D/3D Seismic Coverage



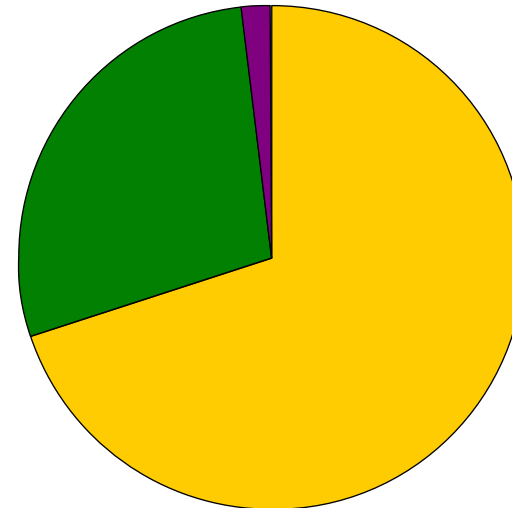
A Closer Look at Our Business: Total 2D and 3D Data by Province

2D Seismic
258,000 net km



Alberta	77%
British Columbia	12%
Saskatchewan/Manitoba	9%
Territories	1%
USA	1%

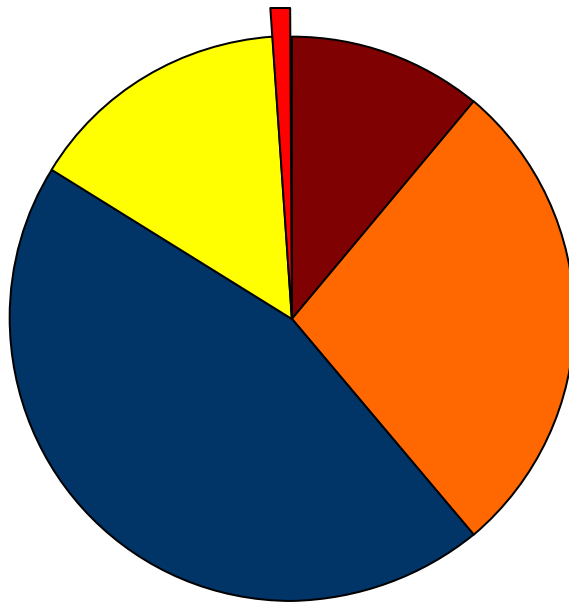
3D Seismic
12,900 net square km



Alberta	73%
British Columbia	25%
Saskatchewan/Manitoba	2%

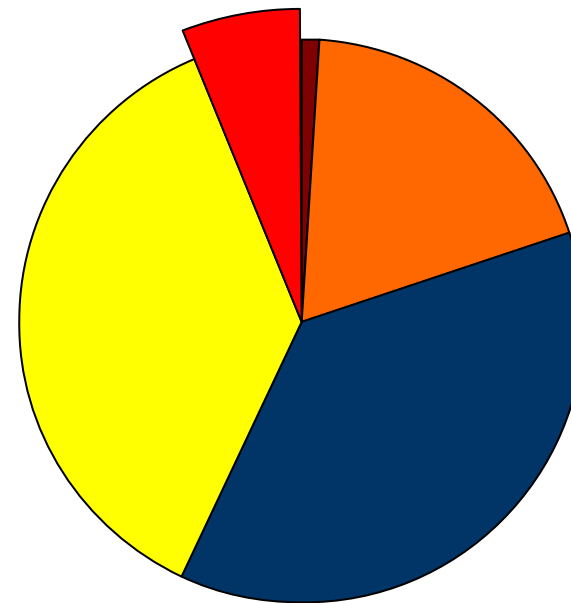
A Closer Look at Our Business: 2D Seismic Data Maintains its Value

2D Data Library
By Date of Seismic Recording



- 1960s : 10%
- 1970s : 26%
- 1980s : 45%
- 1990s : 17%
- 2000s : 2%

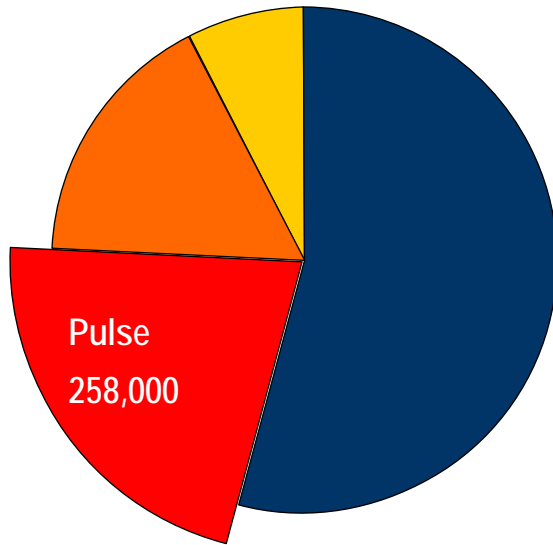
Revenue Attributable to 2D Data
(2004-2008)







- 1960s : 1%
- 1970s : 16%
- 1980s : 37%
- 1990s : 34%
- 2000s : 12%

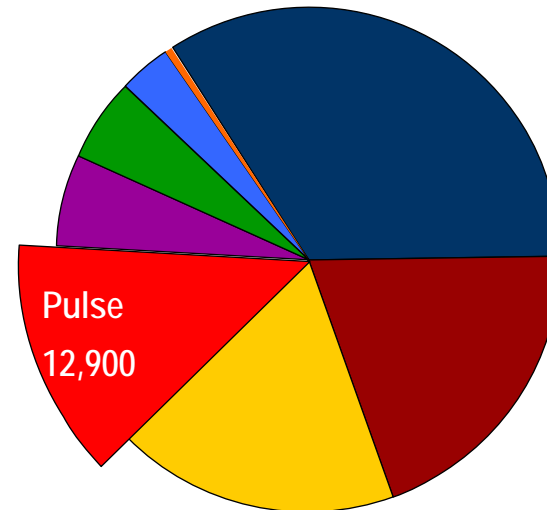
A Closer Look at Our Business: Pulse Versus Canadian Competitors








Estimated Canadian 2D Market
(Km)



	Olympic	650,000
	Pulse	258,000
	Other	230,000
	Divestco	104,000

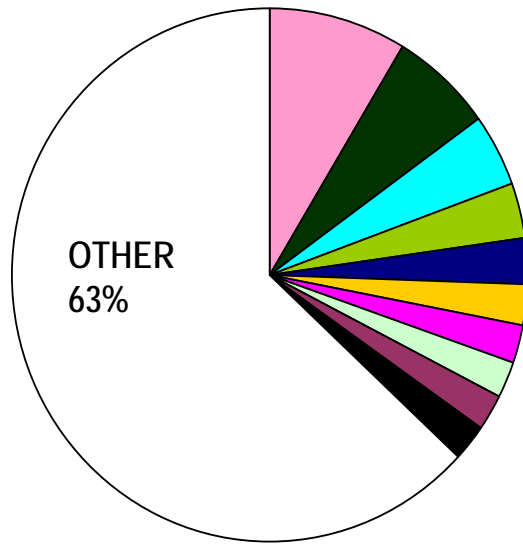
Estimated Canadian 3D Market
(Km²)



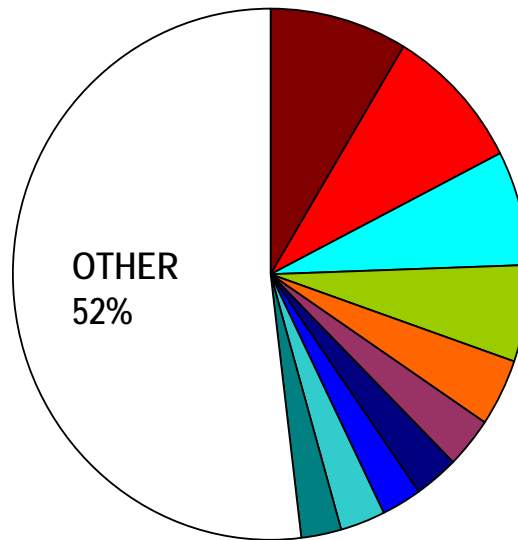
	Olympic	31,000		VGS	4,915
	Veritas	18,000		Arcis	5,000
	Divestco	17,000		Millenium	3,000
	Pulse	12,900		Other	500

A Closer Look at Our Business: Pulse's Diverse Customer Base

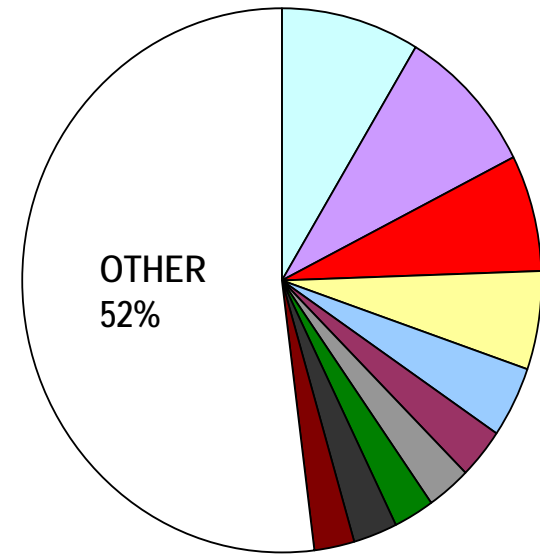
Top 10 Customers by Revenue



2006



2007



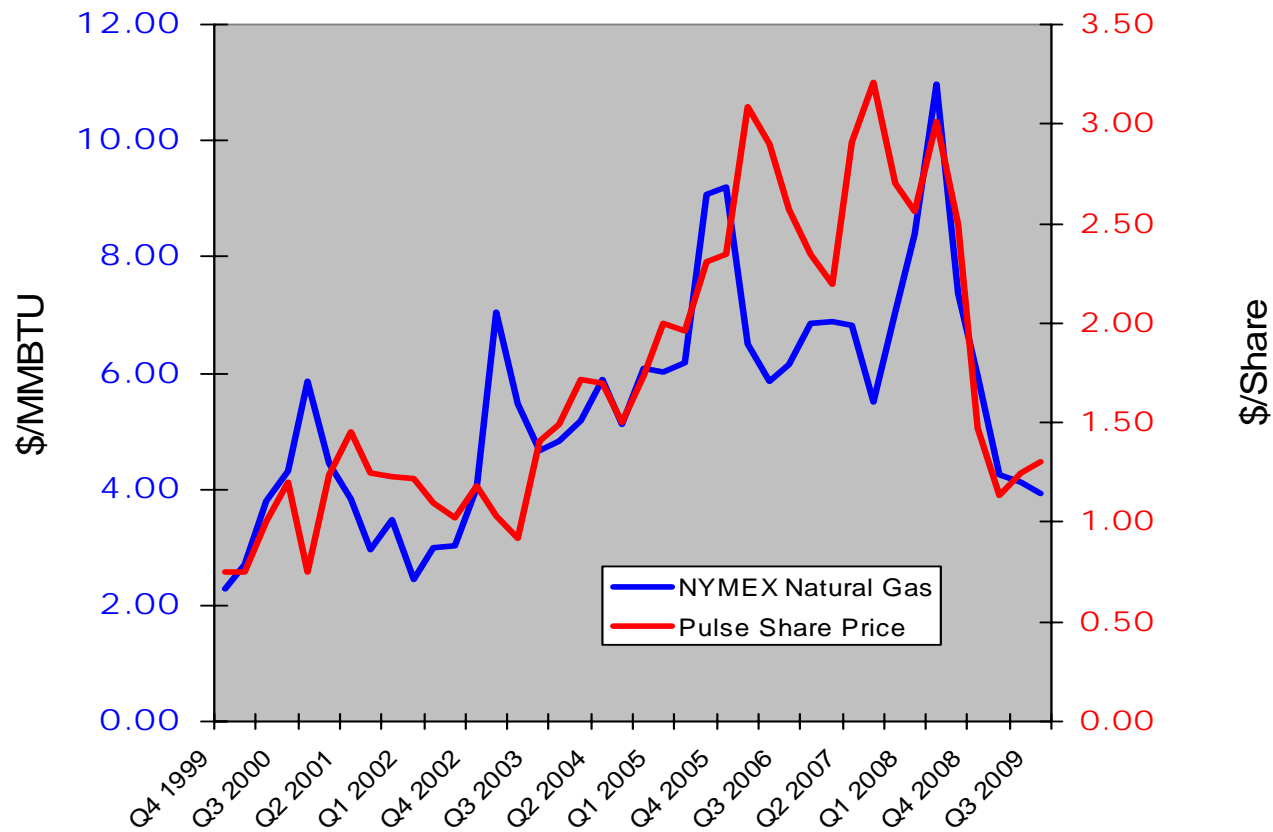
2008

- More than 300 customers.
- New top 10 every year.

*Note: colours = top 10 customers
white = all other customers*

THE VALUE OF PULSE

A Closer Look at Our Business: Pulse Share Price vs. NYMEX Natural Gas Price



2009: Managing Pulse in the Downturn

- Global financial/credit crisis + commodity price crash + Alberta royalty situation = extraordinary industry downturn
- E&P capital expenditures severely curtailed resulting in sharply lower 2009 seismic data library sales
- Pulse suspended its dividend to conserve cash and maintain financial flexibility
- Data sales levels continued to be depressed through Q3, 2009
- Continued sales and marketing, customer relationship-building and innovative sales approaches
- Ample cash and access to credit to weather downturn

2009: Focus on Controlling Costs – Plus Capturing Opportunities

- 24 staff
- Seismic revenue per employee has grown from:
 - \$700,000 in 2002 to
 - \$1,700,000 in 2008
- Low G&A and operating costs
- Reduced management and director compensation and implemented significant cost reduction measures
- Focus on minimizing costs and “riding out” the downturn – while remaining open to opportunities to grow the seismic library at attractive valuations

2009: The Value of Pulse's Seismic Library

- Less expensive 2D seismic helps our customers save money and preserve exploration programs
- Library itself has virtually zero maintenance costs
- Significant portion of the seismic data library is fully depreciated
- Seismic data doesn't expire or deteriorate – the current data sets will be as useful coming out of the downturn as going in

2009: Growing the Seismic Library Through Participation Surveys

- Pulse owns the data and has the right to market new the data; participants retain a licensed copy
- Current focus is adding 3D coverage for Deep Basin exploration in Edson/Hinton region of west-central Alberta
- Multiple productive zones in tight sandstones and structural features
- Makes high-quality 3D seismic extremely valuable – crucial – to drilling success
- Lower field service costs make participation surveys more cost-effective
- Strong historical economics

2009: Growing the Seismic Library Through Acquisitions

- Downturns can sometimes opportunities for attractive acquisitions
- Valuations of 2D and 3D data sets have generally remained steady
- Large E&P companies and energy trusts may wish to monetize legacy proprietary seismic datasets (E&P's/trusts own 75-80% of total seismic data)
- Pulse has “eyes open” for all types of acquisitions, especially opportunities to extend coverage into new exploration areas
- Prudent approach, with balance sheet strength and debt management in our focus

Pulse Seismic Inc.: Game Plan Going Forward

- Financially well-positioned to succeed through the current downturn
- Focus on preserving cash, controlling costs and pursuing well-funded participation surveys
- Future cash data sales will drive spending decisions including reinstatement of dividend and share repurchases
- Continuing to pursue and evaluate attractive data acquisitions

Pulse Seismic Inc.
2400, 639 – 5th Ave. S.W.
Calgary, Alberta
T2P 0M9

Toll-free: 1-877-460-5559
Telephone: 1-403-237-5559
Email: info@pulseseismic.com

 **pulse seismic**
www.pulseseismic.com

TSX : PSD