



## HALLIBURTON INVESTOR RELATIONS

For Immediate Release

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### **Halliburton Investor Relations Kicks Off its 20<sup>th</sup> Year Unveils Corporate Identity Rebranding and New Logo**

DALLAS, TEXAS, November 9, 2009 – **Halliburton Investor Relations (HIR)**, a Dallas-based, full-service investor relations firm, is kicking off its 20<sup>th</sup> year with a brand new look. As part of its new corporate identity update, HIR introduced a new logo reflective of its continued total focus on investor relations.

“Our goal was to visually enhance our logo to bring the HIR identity forward, while retaining the 20-year brand recognition of the existing logo,” said Geralyn Maher DeBusk, President of HIR. “The new logo design is a reflection of our strength and total focus in the practice of investor relations as well as the fresh perspective and approach we take each and every day.”

The company, now referred to as ‘HIR,’ has spent 20 years building its strong reputation and brand excellence. With the launch of its new logo, HIR continues to embody unsurpassed investor relations representation that is timely, responsive, consistent and personal. HIR delivers investor relations programs designed to produce maximum results. The entire team provides a level of quality and involvement that redefines the term “full service.” The firm’s core investor relations client program offers a complete solution for publicly traded companies with an emphasis on investor outreach, non-deal roadshows, financial communications and client consultation services. Additionally, HIR offers public speaking and presenter training, investor presentation design and development, IR Web site design and maintenance, perception studies and international investor outreach.

“As we enter our 20<sup>th</sup> year of business, it’s enriching to reflect upon our success and growth in the increasingly important and specialized practice of investor relations,” said Alan Halliburton, HIR Chairman. “When we began in 1990, we numbered only a handful of professionals and were fortunate to represent a small number of exceptional clients. Through the years, we have grown our client base to more than 25 publicly held companies in a variety of industries, with varying levels of market capitalization. The cornerstone of our efforts leverages our internal stellar staff of professionals with dedicated management teams committed to enhancing shareholder value.”

Ms. DeBusk added, “The HIR team is comprised of a group of highly-qualified professionals who tackle wide-ranging IR issues every day, seeking well-defined solutions and strategies that deliver measurable results. We also recognize the achievements that can come from a well-coordinated effort between our corporate managements, investment community professionals and ourselves.”

#### **About HIR**

HIR was formed in 1990 to provide a superior caliber of investor relations representation to publicly traded companies. The firm’s team of experienced professionals develops strategic communications programs designed to produce maximum results. Over the last twenty years, numerous clients have benefited from HIR’s expertise in investor relations, financial communications, corporate governance and disclosure issues. HIR’s strategic programs for clients have resulted in broadened share ownership, enhanced trading volume and, over time, an improved stock price. For more information on the company, visit [www.HalliburtonIR.com](http://www.HalliburtonIR.com).