



MND opens a new well to give away 10 million worth of gas

Prague, 3 February 2015 – **Moravské naftové doly (MND)** announces the launch of the "Million-Crown Well" online game. This virtual well will allow participants to win thousand-crown gas vouchers, worth 10 million crowns in total, as well as trips to Moravia, the region where MND has its roots. The campaign aims to showcase MND's business with a view to attracting new residential customers.

Aware of the relatively low awareness of its brand, MND is endeavoring to familiarize the public with its activities on the energy market. In addition to various efforts aimed at improving energy literacy, MND is now launching a project that will showcase the company's operations and will allow people to see the inner workings of its business. *"We are frequently asked questions about the production of crude oil and natural gas in Moravia. Many people are not even aware that these natural products are extracted there. That has inspired us to prepare a project that will present to the public the nature of our business through a demonstration of the how wells are drilled into gas deposits. To do that, we have opted for the enjoyable, and at the same time educational format, of an online game. The game is called the "Million-Crown Well,"* explains Jan Sýkora, MND's Head of Marketing.

"Based on the activity on MND's Facebook page, we know that people, both customers and supporters, are interested in our business and respond actively to our posts about technologies. We believe that this project will bring us another step closer to them by illustrating the nature of MND's operations," he adds.

In addition to learning about all aspects of drilling a gas well, participants in the well-drilling game will have a chance to win a gas voucher for their household, or for the household of their relatives or friends, to further reduce the already very competitive cost of MND's gas. The most successful "well drillers" can win as much as CZK 3,000. Moreover, MND will hold daily draws that will award to the winners and their companions a trip consisting of a tour of the Moravian wine region and an excursion to the sites where MND extracts and stores natural gas. In total, 40 couples will travel to Moravia. The goal of the project is to show people that MND is a stable company with a long tradition.

*"As part of our communication strategy for 2015, we want to demonstrate to customers the entire production process **Firsthand Gas** must undergo before it gets to people's homes, all the way from the discovery of a deposit, the drilling of a well, extraction, storage, to actual delivery," explains Sýkora.*

"Any person, regardless of whether or not he or she is our customer, can play the game and compete for gas vouchers or trips to Moravia. Naturally, to claim the CZK 1,000 or CZK 3,000 gas vouchers, winners must sign a gas supply contract with MND for their household. On their part, our existing customers have to recommend the game to two friends to be eligible to claim their vouchers," Sýkora concludes.

www.milionovyvrt.cz

For additional information, contact:

Dana Dvořáková, Media Spokesperson, MND
Mobile: +420 602 372 834
E-mail: dana.dvorakova@kkcg.cz

Iveta Horáková, Ogilvy Public Relations
Mobile: +420 607 905 035
E-mail: iveta.horakova@ogilvy.com

MND Group

The MND Group is the largest Czech company specializing in crude oil and natural gas exploration and extraction, drilling, servicing, and electricity and natural gas storage and trading. Apart from the Czech Republic, MND operates elsewhere in Europe and in former Soviet Union countries. The firm's production facilities are located in licensed territories in the Czech Republic, Georgia, and Ukraine. MND holds exploration licenses for sites in the Czech Republic, Georgia, and Germany. In the Czech Republic, MND supplies gas under the MND Firsthand Gas brand. Recently, MND has begun offering electricity. For more information, visit www.mnd.eu.