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NZOG named top communicator

A commitment to openness, transparency and servicing the needs of investors has seen New Zealand Oil & Gas Ltd (NZOG) named the top on-line communicator of New Zealand's 50 largest listed companies.

NZOG has taken out first place in this year's *Wired Best Investor Website Awards*, climbing five places on its 2008 result.

The Awards, endorsed by NZX, are based on a survey of NZX50 company websites, conducted by Wired Internet Group and usability consultant Bruce Russell. It examines how well a website communicates a company's purpose, how well it helps users find content and the degree to which it enhances interaction between investors and the listed entity.

NZOG Public Affairs Manager Chris Roberts says the company is committed to keeping the investment community informed and the website is an essential two way communication tool.

"When we re-designed the website in 2008, we started from the premise that its primary role was to meet the needs of existing and potential shareholders. We've kept the architecture simple and logical, the language clear and informative, and the imagery relevant and appropriate.

"From the Home page it is generally only one or two clicks to find the information a user is looking for – be it a webcast of our annual results announcement, production updates from the Tui oil fields, profiles of our staff, or a photo from our image gallery.

"A website is not a static thing and we try to provide new information on at least a weekly basis so that users get used to visiting our website regularly.

"Many of the key pages are subscribable, with email alerts sent out whenever new information is added. And the "Contact Us" feature is well-used – we typically get 20 to 30 queries a week through the website."

Wellington web developers Outwide, working with Catch Design, built the website, with Thomson Reuters providing some of the interactive features like investment calculators.

Chris Roberts says NZOG is delighted to pick up the Award. "But we are not resting on our laurels –we are working on a few tweaks right now to make the website even better."

www.nzog.com

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NZOG stock symbols: NZX shares - NZO
ASX shares - NZO