



News Release

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**CHESAPEAKE ENERGY CORPORATION ANNOUNCES PLANS TO LAUNCH ONLINE
BARNETT SHALE DIGITAL CHANNEL THIS FALL – HIRES TELEVISION NEWS
VETERAN TRACY ROWLETT AS ANCHOR AND MANAGING EDITOR**

FORT WORTH, TEXAS, JULY 10, 2008 – Chesapeake Energy Corporation (NYSE:CHK) announced today that it is creating a unique online video channel called *Shale.TV*, as a new platform for information and education about the continued development of the Barnett Shale and other natural gas plays in the United States. The program is scheduled to begin airing this fall at www.shale.tv and will initially run Monday through Friday evenings.

Award-winning North Texas newsman Tracy Rowlett will serve as anchor and managing editor of the program, which will include a live talk show featuring guests and industry experts discussing a variety of topics about the production of natural gas in the Barnett Shale. Coverage will also include public hearings, town hall meetings, panel discussions, and shows in which viewers can ask and interact with industry experts.

“This is not a corporate promotion or public relations initiative,” said Julie H. Wilson, Vice President of Corporate Development at Chesapeake. “We have heard repeatedly and consistently from residents, critics, supporters, lessors, city staff, government officials, and civic leaders about the lack of consumer-friendly educational information available to the public about issues and opportunities related to natural gas drilling, production, and pipelines, particularly as they relate to an urban environment,” Wilson said.

“We have listened and now we are responding by providing a forum for in-depth, independent discussions and analyses of these complex issues and opportunities,” Wilson said. “We will focus initially on the Barnett Shale and later add content on other

emerging shale plays throughout the U.S. We approached Tracy Rowlett to be the anchor due to his high level of viewer trust and credibility as a respected journalist.”

Rowlett has anchored top-rated newscasts in the Dallas/Fort Worth market at CBS and ABC affiliates KTVT and WFAA, respectively, for more than three decades. Viewers consistently have voted him the most respected journalist in North Texas, while his peers have awarded him more than 100 major journalism awards in his career. In late June he was named the 2008 Star-Telegram Readers’ Choice winner for TV newsman in the Dallas/Fort Worth Metroplex. He currently anchors the 5 pm newscast of CBS-affiliate KTVT Channel 11 and will leave the station this month to begin his new assignment with *Shale.TV*.

“What’s happening in the Barnett Shale is the biggest story in North Texas right now,” Rowlett said. “Whether you embrace it or not, natural gas drilling is impacting the lives of all of us in North Texas, if not the whole country. It’s huge and North Texans deserve a place where they can turn for focused and informative coverage of what is happening in the Barnett Shale.

“When the opportunity arose for me to serve as managing editor of a new dedicated online channel and host a show that helps lead a public discussion about the largest economic phenomenon in North Texas, I got excited and jumped onboard,” Rowlett said.

“For you skeptics out there, I understand these are just words. The proof will be in what we put on the air, so I hope you’ll watch,” he concluded.

The executive editor of the new program is Olive Talley, a former producer for NBC’s news magazine *Dateline*, and previously a producer for ABC’s Diane Sawyer at the news magazine show *PrimeTime Live*. A Pulitzer Prize finalist, Talley has been a reporter for *The Dallas Morning News* and newspapers and radio stations in Houston, San Antonio and Austin.

“While the local news media has covered some Barnett Shale issues, they simply don’t have the resources to provide the kind of in-depth information that people want and need, particularly in light of recent newsroom cutbacks. And these issues are far too complicated to explain in 30-second sound-bites and 15-inch stories,” Talley said.

“Tracy and I, along with the other members of our team, are committed to providing thorough, accurate and comprehensive information about the Barnett Shale and other gas plays. Our intent is to provide solid facts to people who care about the issues and opportunities so that we can figure out how we will meet our future energy needs while managing quality-of-life issues in our local neighborhoods.”

Also joining *Shale.TV* as senior producer is John Sparks, a Fort Worth native and Emmy award-winning producer who has worked for local Fort Worth-Dallas affiliates ABC, CBS and NBC, as well as WNBC in New York. His past honors include a Walter

Cronkite Award for Excellence in Broadcast TV Political Journalism, a George Foster Peabody and an Alfred I. DuPont-Columbia award.

Wilson said the whole effort is geared toward education. “This channel will not focus on Chesapeake activities,” Wilson said. “We want a wide variety of industry experts, competitors, regulators, association executives and policy makers at all levels to participate in both the questions and the answers. These independent sources can provide viewers with credible, accurate information on issues that concern residents impacted by shale plays. We want robust discussion and involvement from all stakeholders concerning not only the Barnett Shale, but other natural gas plays located across the country. Since this level of comprehensive information isn’t available through traditional mass media, we’re willing to step up to the plate and fund an entirely new media channel to fill this void.”

Shale.TV and its staff will utilize state-of-the-art broadband technology to deliver focused and timely information in an entirely new way. Besides the live daily programming, all of the broadcasts on *Shale.TV* will be available on-demand in a video archive. Users will be able to search for videos, maps, links and information on issues that they care most about, using a proprietary, state-of-the-art interface by the program producer, Branded News Worldwide. *Shale.TV* will use both Google mapping technology and detailed image mapping to allow for lightning-fast and detailed content navigation that is well beyond any video content navigation system available today.

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Chesapeake Energy Corporation is the third-largest producer of natural gas in the U.S. Headquartered in Oklahoma City, the company's operations are focused on exploratory and developmental drilling and corporate and property acquisitions in the Fort Worth Barnett Shale, Fayetteville Shale, Haynesville Shale, Mid-Continent, Appalachian Basin, Permian Basin, Delaware Basin, South Texas, Texas Gulf Coast and Ark-La-Tex regions of the United States. Chesapeake's Internet address is www.chk.com. For more information about natural gas production in the Barnett Shale, log on to www.AskChesapeake.com



Tracy Rowlett

- Voted most respected TV newsman in North Texas for three decades based on recent reader polls at *Fort Worth Star Telegram* and other publications.

- Award-winning anchor/reporter, winner of more than 100 major journalism awards, including two DuPont Columbia awards (broadcast journalism's version of the Pulitzer Prize), multiple Emmys, several Edward R. Murrow awards, two Silver Gavel awards from the National Bar Association, TCU Ethics Award and the Buck Marryatt Award for his lifetime dedication to journalism and public service.



- Likeable, popular, household name with high credibility among community leaders, as evidenced by many honors for his charity work with non-profits such as the Autism Treatment Center of America, the Children's Medical Center, March of Dimes, United Way, the American Heart Association.

- Versatile interviewer, Tracy has interviewed every sitting president since Jimmy Carter, Saudi kings, lawmakers, politicians and business executives from a wide range of industries. He's equally adept at conversations with landowners, leaseholders and activists.

- Seasoned, experienced host of live coverage, as reporter and anchor, ranging from 9/11 to the shuttle explosion over Texas, as well as other major news events.

- Proven leader in news management, he led the WFAA-TV (ABC affiliate) newsroom to dominate the local market for two decades. During Tracy's tenure as anchor, the station's news department was considered the best ABC station in the country. When Tracy moved to KTVT-TV (CBS affiliate), that station's rating soared to compete with WFAA for the top slot.

- Past experience in radio, including hosting his own radio talk show and serving as news director at radio stations in Kansas, Iowa and Oklahoma. His TV career began in Oklahoma City, where he served as state capitol correspondent for KTOK and the Oklahoma News Network, and later as anchor and managing editor at KWTV.

- Military: Air Force, four years. He was a magazine writer and editor of a base newspaper and later Armed Forces Radio and TV in Libya.

- Education: Bachelor's degree from Wichita State University; master's degree from the University of Texas at Dallas.

- Personal: Married, four kids, twice named Father of the Year in Dallas/Fort Worth.



Olive Talley

Olive Talley is an award-winning print and broadcast journalist. She's produced for Stone Phillips and other notable correspondents at Dateline NBC and at ABC's Prime Time Live for Diane Sawyer and Sam Donaldson. Prior to her work in television, Talley was a reporter at the *Dallas Morning News*, *Houston Post*, *Houston Chronicle*, United Press International and radio stations in Houston, Austin, and San Antonio. Talley is known as a versatile reporter/producer, capable of covering a wide range of investigative, feature and breaking news stories. She's a two-time Emmy finalist, a Pulitzer finalist, a winner of the George Polk Award, a winner of a National Headliner Award for outstanding network documentary, a recipient of a DuPont Columbia Award for Hurricane Katrina coverage and dozens of other national and state awards. She is a former Nieman Fellow at Harvard, a former board member and guest speaker for Investigative Reporters & Editors, and has taught journalism and lectured at various college campuses. A native Texan from Fort Bend County near Houston, she has called the Dallas/Fort Worth area home since 1986.



John Sparks
SENIOR PRODUCER

Sparks is a seasoned reporter, producer, executive producer and managing editor who has produced live newscasts, political debates and live coverage from national political conventions.

His career began with a role as news producer at Dallas, Texas, ABC affiliate, WFAA-TV. He was employed by WFAA for more than 20 years, during which he also held the positions of executive sports director, executive news producer, election and political producer, and director of special projects.

Following his time at WFAA, Sparks moved to Dallas CBS affiliate, KDFW-TV, where he took on the role of managing editor. Shortly thereafter, he was hired by NBC affiliate KXAS-TV as managing editor and director of new media, where he remained for the next four years.

After two years as a freelance consultant and producer for television news, he moved to New York to work as executive producer of investigations and political coverage for local NBC affiliate WNBC-TV.

But his deep Texas roots were soon calling him home, and prior to joining the Shale.tv team, Sparks was executive producer of investigations and political coverage for KTVT-TV in Dallas/Fort Worth.

Throughout his career, Sparks has won numerous professional awards, including the George Foster Peabody Award, the Alfred I. duPont-Columbia University Award for Excellence in Broadcast TV Political Journalism and a New York Emmy Award for Outstanding Investigative Journalism.

Sparks received his bachelor's degree in radio-TV-film from The University of Texas at Austin and his Master of Arts in journalism from The University of North Texas.