



THE Financial Digest

INFORMATION FOR THE INFORMED INVESTOR

AS SEEN ON: Bloomberg Businessweek MarketWatch WSJ Bloomberg Yahoo! Finance msnbc EcoSEED

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1,626,549	5,463,538	
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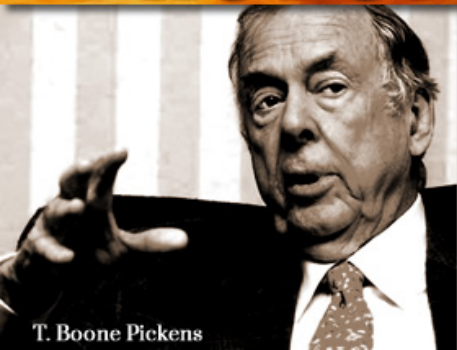
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CLICK YOUR PREFERRED BROKER TO INVEST NOW:



HOT STOCK PICK OF THE WEEK!



T. Boone Pickens

BLFR SET FOR AMAZING RETURNS

INVEST TODAY!

"The United States sits on some of the largest deposits of shale natural gas in the world. Gas reserves in the United States make the country the Saudi Arabia of natural gas."

-T. Boone Pickens

WHY BLFR?

Blue Fire's Disruptive Drilling Technology Could Save Millions in Drilling Costs! Invest NOW in this lucrative technology & See Huge Returns!

DON'T MISS OUT on what EXPERTS AGREE could

REVOLUTIONIZE the INDUSTRY!

Your Investment in



Your investment in
BLFR could turn
\$10,000 into \$100,000
for a 1000% Return!



Patented Bit Design

BlueFire (BLFR) has developed a patented bit design that could revolutionize the industry!

Cleaner & Cooler

BLFR's bits run cleaner and cooler resulting in higher rates of penetration and longer run times.

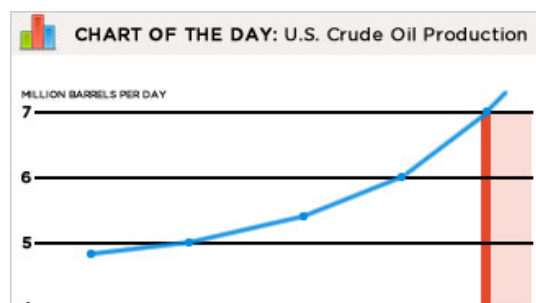
Reduced Drilling Costs

BLFR's drilling technology saves time and offers huge cost savings to operators.

BLFR IS

THE FUTURE OF DRILLING

Drilling reports from BlueFire's customers indicate an average savings of three to four days on certain wells, which

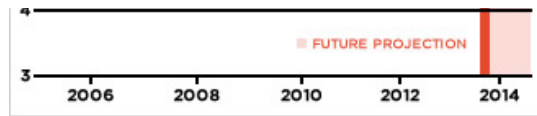


LATEST BLFR NEWS

BLFR BlueFire Equipment Corporation Developing Plans to Capture Market Share - BlueFire's proprietary technologies set to impact the drilling industry - BlueFire Equipment Corporation's management team has begun making plans to capture market share in the oil and gas equipment industry as the company's game-changing designs promise a likely paradigm shift in drill bit technology. >>

BlueFire Equipment Announces Corporate Headquarters Relocation - Move marks company expansion and online upgrades - BlueFire Equipment Corporation (OTCQB: BLFR) announced today its intent to relocate its corporate headquarters. The new ultramodern space will include state-of-the-art information technology and improved amenities, which will

translated into a savings of up to \$60,000 to \$70,000 per well.



improved amenities, which will result in greater staff productivity and efficiency over the previous location..." >>

These savings more than double when you consider the fact that one BLFR bit can potentially last several times longer than their competitor's bits.

"WE HAVE HAD SURPRISING RESULTS USING THE BLUEFIRE DRILL BITS. IN FACT, WELLS IN WHICH WE WERE USING 4-5 BITS PER WELL; WE NOW USE ONLY ONE BLUEFIRE BIT." - BLUEFIRE CUSTOMER

5 Reasons BLFR is Set to EXPLODE in 2013!

- 1 Huge Cost Saving Potential for Operators.
- 2 Improved Drilling Bit Design Represents Paradigm Shift in Technology.
- 3 BlueFire Bits Provide Easier Navigation in Directional Drilling Applications.
- 4 Experienced BlueFire Management Team.
- 5 Cleaner and Cooler Bits Result in Longer Bit Runs.



CNNMoney
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Money

FORTUNE

U.S. oil boom helps thwart OPEC

Surging U.S. oil production limiting the sway OPEC holds over world markets. - money.cnn.com

BLFR | CHANGING THE GAME!



The United States is at a crossroads. Oil is over \$90 a barrel and natural gas is near a ten year low.

Recent advances in geological exploration and extraction techniques have revealed that the USA is sitting on some of the largest reserves of natural gas in the world.

Due to recent technological paradigm shifts, the domestic oil and gas industry is booming and **BLFR's** innovative technology is poised to meet this explosive growth.

Developments in Iran and Syria have spread geopolitical strife throughout much of the Middle East. But, despite these times of uncertainty, there seems to be a general consensus among analysts; inflation and global demand for oil is in the forecast.

If history is any indicator of times to come, this will follow with oil and gas prices skyrocketing! **BLFR** will be there to supply the inevitable demand for oil and gas equipment.

With this newfound supply comes a surge of exploration and production companies that are competing to profit!

**PATENTED
TECHNOLOGY**

BLFR has patented a technology that could revolutionize the drilling industry!

BLFR's engineers have spearheaded

BLFR is anticipating explosive growth in this field and is prepared to supply the needs of domestic oilfield operators as well as those abroad.

At **BLFR**, they are developing solutions that will benefit customers as well as investors.

"NATIONWIDE, OIL AND GAS CONTRIBUTED NEARLY \$238 BILLION TO THE U.S. ECONOMY IN 2012. OIL AND GAS PRODUCTION CURRENTLY SUPPORTS MORE THAN 1.7 MILLION U.S. JOBS, AND IS PROJECTED TO SUPPORT NEARLY 3 MILLION JOBS BY 2020."

– IHS, CONSULTING & ADVISORY SERVICES

years of research and development into a groundbreaking design that results in a higher Rate of Penetration (ROP) and lower costs associated with drilling for hydrocarbons.

BLFR offers an economical solution for oil and gas companies with a new technology designed to reduce drilling costs.

This disruptive technology has already outperformed the competition in both field and laboratory settings. These studies have been evidenced by empirical data that illustrates the cost saving benefits of **BLFR** bits versus the competition.

Bloomberg

"U.S. Considers Exporting More Oil for First Time Since '70s"

"THE U.S. OIL BOOM IS MOVING CONGRESS CLOSER THAN IT HAS BEEN IN MORE THAN THREE DECADES TO EASING THE BAN ON EXPORTING CRUDE IMPOSED AFTER THE ARAB EMBARGO."

Advances such as hydraulic fracturing are leading to record production that may outstrip refinery capacity within 18 months to three years, said Benjamin Salisbury, a senior energy policy analyst at FBR Capital Markets Corp. in Arlington, Virginia. Net petroleum imports now account for about 40 percent of demand, down from 60 percent in 2005, according to the U.S. Energy Information Administration, the Energy Department research unit.

"WE HAVE THE CAPABILITY HERE IN THE UNITED STATES, IN NORTH AMERICA, TO MAKE OPEC NOPEC."

Congress has limited oil exports since the 1973-74 Arab oil embargo triggered shortages that pushed up prices and led to long lines at gas stations. An increase in domestic production last year by a record 766,000 barrels a day is challenging a notion that Americans need foreign oil, while setting up a debate policy makers may be reluctant to begin.

"Americans are unbelievably politically sensitive to oil and more specifically to gasoline prices," Salisbury said in an interview. "For politicians to do anything, the pain has to come first. You have to see the rig count fall and then and only then can we have a decision about whether we want to export crude."

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