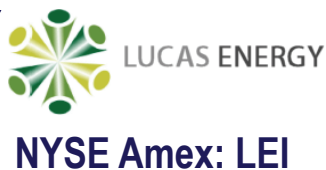


Success Story



Hayden IR: Engagement

HIR represented Lucas Technology, Inc. for six months, during which time, and concurrent with the increase in the price of oil, the Company's share price increased 79% from \$3.44 to \$6.16.

Three-month average trading volume increased from 7,000 per day on January 25, 2008 to 165,000 on May 27, 2008.

The Company moved to The American Stock Exchange from the OTC Bulletin Board during this time.

Subsequently, the Company brought IR in-house to focus exclusively on oil and gas investors. Since then, the share price has dropped below \$1.00.



Daily Stock Chart: Price & Volume

Our Work

- ◆ Engaged HIR January-June 2008
- ◆ Market cap under \$32 million at initial engagement
- ◆ Wrote and disseminated all news releases
- ◆ Developed Corporate Profile for use with investment and business community
- ◆ Targeted and arranged one-on-one meetings with the financial community; prepared supporting investor materials
- ◆ Handled investor/prospective investor calls; requests for information; list maintenance and other IR functions
- ◆ Coordinated quarterly conference calls and web casts; prepared accompanying earnings PRs and scripts
- ◆ Ongoing weekly telephone outreach to microcap generalists

Results

- ◆ Share price rose 79% in six month period from 1/1/08 —6/30/08
- ◆ Company achieved AMEX listing during this time
- ◆ Generated audience of over 50 investment professionals

For more detailed information, the reader is referred to Lucas Energy Inc.'s Form 10-K and other related documents filed with the Securities and Exchange Commission. This does not constitute an offer to buy or sell securities by the Company and is meant purely for informational purposes. HIR represented LEI from January to June 2008. This information is not an endorsement of the Company by HIR. HIR is not responsible for any claims made by the Company. You should independently investigate and fully understand all risks before investing.

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No Promises, Just Results.