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FOR: CE FRANKLIN LTD.

AMEX SYMBOL: CFK.

TSE SYMBOL: CFT

December 15, 2000

CE Franklin Pioneers eCommerce In Canada's Energy Industry

CALGARY, ALBERTA--CE Franklin announces that purchasers are now conducting live transactions on the company's Online Marketplace. In early November, buyers at Talisman Energy Inc.'s Lac La Biche field office in Northern Alberta began searching and requisitioning from CE Franklin's digital catalog of over 42,000 items, 24 hours a day, seven days a week. In addition, Talisman purchasers are now able to access information from the Marketplace on real-time inventory availability, customer-specific pricing and order status. In the coming months, as Marketplace systems are tested and verified, CE Franklin will extend access to additional Talisman personnel in other locations.

"CE Franklin appreciates the investment of time and resources that Talisman has made as the key participant in this pilot project," said John Gilbank, CE Franklin's Chairman and Chief Executive Officer. "We are convinced that this tool will help to streamline processes and reduce overall transaction costs for both Talisman and CE Franklin. Talisman will be among the first in the energy industry to realize the benefits of eCommerce."

"Talisman is looking forward to working with CE Franklin in a joint effort to further reduce the costs associated with procurement," added Alan Vincent, Manager, Materials and Contracts at Talisman.

CE Franklin's Online Marketplace Advantage

CE Franklin's Online Marketplace combines a tradition of customer service and the Company's nation-wide distribution infrastructure with a comprehensive product catalog, leading edge enterprise software for transaction processing and advanced eCommerce solutions.

"The eCommerce fulfillment team, located in CE Franklin's Distribution Center in Edmonton, Alberta has been processing Talisman orders for overnight delivery," Mr. Gilbank explained. "Consolidated orders are shipped to the nearest CE Franklin service center, which coordinates final delivery to the customer. Customer service including product returns, product add-ons and technical support are also provided by the local service center.

"We think that CE Franklin's established order fulfillment and customer support capabilities will differentiate us from other newer business-to-business enterprises that have focused primarily on the electronic aspects."

With the continued success of the Talisman project, CE Franklin has now started working to introduce other existing and prospective customers to the benefits of an eCommerce partnership.

About CE Franklin

CE Franklin, is Canada's largest distributor of supplies for the drilling, production, processing and pipelining of hydrocarbons. In addition to its complete range of production equipment, including artificial lift technology, the company sells pipe, valves, fittings and maintenance supplies and provides complete customer inventory procurement and management services through its 41 locations across Canada. The company also manufactures and packages specialized products for the energy industry and provides supply packages for projects in the hydrocarbon processing industry through its Piping Resources Division. CE Franklin's common stock trades on The Toronto Stock Exchange under the symbol CFT and on the American Stock Exchange under the symbol CFK. For additional information visit the website at www.cefranklin.com.

This news release includes forward looking statements within the meaning of section 27A of the United States Securities Act of 1933 and Section 21E of the United States Securities Exchange Act of 1934. Although the Company believes that its expectations are based on reasonable assumptions, it can give no assurance that expected results will be achieved. Important factors that could cause actual results to differ materially from those in the forward looking statements herein include economic conditions, seasonality of drilling activity, commodity prices for oil and gas, currency fluctuations and government regulations, and other risks and uncertainties as described in the Company's 1999 Annual Report on Form 20-F as filed with the United States Securities and Exchange Commission.

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