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PEER, LLC LAUNCHES REV BIODIESEL

New Facility in Gilbert, AZ Reflects Expanded Capacity and Reach for Arizona-based Biofuels Company

PHOENIX, AZ (February 7, 2011) - Pure Earth Energy Resources, LLC (PEER) has announced the launch of REV Biofuels, an alternative energy development company based in Arizona. The company made the official announcement at the National 2011 Biodiesel Conference and Expo which began on February 6, 2011 in Phoenix.

The announcement coincides with the public opening of REV Biofuel's new, state-of-the-art biodiesel production and blending facility at 1980 W. Commerce Avenue in Gilbert, Arizona. The REV biodiesel facility expands upon previous biodiesel production models by utilizing new technology to create greater efficiencies. The Gilbert site was selected due to the town's strong commitment to environmental stewardship and proactive approach to attracting green industries, including its favorable zoning and permit regulations.

PEER was co-founded by Bob Flynn and Dan Rees. Rees, founder and former president of AZ Biodiesel, is president of the new company. Flynn, a successful, long-time Arizona businessman and CEO/owner of Genesis Worldwide Enterprises, Inc., is the chief executive officer of PEER. Day-to-day operations at the biodiesel facility are managed by Christopher Rees, operations manager; and Richie Rees, production manager. Building on Dan Rees' previous experience as a dominant local producer of biodiesel, the new company will leverage existing relationships with feedstock providers and distributors to build customer base in regional and national markets.

Dan Rees noted that Arizona uses more than one billion gallons of diesel fuel annually. "To support



Clean Air initiatives, Federal mandates require production of more than 900 million gallons of biodiesel in 2011, with total gallon requirements of more than 1.2 billion gallons in subsequent years," he said. "As the fifth largest metropolitan area in the country, it is reasonable to project that a significant percentage of biodiesel fuel will be required in Phoenix and in other large markets in the United States in the coming months. It's our intent to continue to be the major provider to those markets with competitively priced, high quality biodiesel products."

REV Biodiesel uses an extremely efficient process model in its high-yield production line, which commenced operation in December 2010. The facility initially is able to produce 11,200 gallons of biodiesel fuel per day, with projected volumes ramping to 40,000 gal/day by January 2012. Total annual production capacity eventually will be 10 million gal/year using current equipment. The company's marketing and distribution activities will focus on high-demand wholesale accounts including large diesel fuel distributors, municipalities, schools, government facilities and the more than 200 independent truck stops and gas stations in the metro Phoenix area.



About REV

Based in Gilbert, Arizona, Pure Earth Energy Resources, LLC (PEER), dba REV Biofuels, is positioned to capitalize on the significant experience and proven expertise of the principals, particularly in the development of efficient biodiesel operations and lean supply chain management models. REV is applying these proven models as a supplier of high quality alternative energy products to the biofuels growth market, driven

by the multiple factors of demand for efficient, competitively-priced renewable energy sources, environmental concerns, and government support. Go to www.revbiofuel.com for more information regarding REV Biofuels.