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Contact: Susan Bryan
928-340-3403
susanb@revbiodiesel.com

**MAKING ALTERNATIVE FUEL AFFORDABLE
REV Biodiesel Slashes Prices for B99**

PHOENIX, AZ -- (September 12, 2011) – Countering the ongoing assault of unstable petroleum prices, REV Biodiesel LLC, an Arizona-based producer of certified biodiesel fuel for the commercial and consumer markets, has announced across the board price reductions for its B99 biodiesel fuel. The reductions average \$0.20 per gallon and increase with volume, bringing the bulk fuel price to as low as \$2.99 per gallon after the Arizona Use Fuel Refund for the “light class” biodiesel used in non-commercial vehicles such as light trucks and cars. The price reduction was effective September 9, 2011 and will continue indefinitely.

As of September 9th, the average diesel price per gallon in Arizona was \$3.79. “With increased volume and economies of scale, we have been able to bring down the cost of producing our biodiesel fuel,” said Dan Rees, president of REV Biodiesel. “We think that passing this savings per gallon on to users is the best way to get more clean biodiesel into the mainstream market.”

Rees said that biodiesel prices reflect direct costs more accurately than petroleum diesel, gasoline or ethanol prices. “A recent report showed that big oil companies receive more than \$4.00 per gallon in subsidies and tax breaks. Yet American biodiesel producers have struggled to secure the single \$1.00/gallon tax refund we receive for our product, even though biodiesel is the only Federally-approved advanced biofuel available to users.”

As an “advanced biofuel”, biodiesel is produced without the use of human food crops as a “feedstock” or basic raw material. REV biodiesel is made primarily from waste vegetable oil collected from the restaurant industry. Other biofuels, including ethanol, currently are manufactured using food crops such as corn. For these other biofuels, questions regarding sustainability and the impact on global food prices and supply continue to be debated.

As of July 2011, U.S. biodiesel production hit record levels, with expected production to exceed 800 million gallons by the end of the year. But Rees said that the ability of producers like REV to continue supplying affordable biodiesel will be dependent upon renewal of the Federal tax credit. “Last year there was a more than 12 month delay to reapprove the tax credit, which caused more than 80 percent of the biodiesel producers to go out of business,” said Rees. “That’s the loss of thousands of jobs and a big win for the petroleum lobby. If Congress doesn’t reapprove the tax credit for biodiesel - or remove the credits for petroleum fuels to even the playing ground - biodiesel just can’t compete with big oil and we all lose.”

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Growing interest in biodiesel as an alternative transportation fuel stems mainly from its renewable, domestic production; its safe, clean-burning properties; and its compatibility with existing diesel engines. Nontoxic biodiesel fuel has physical properties similar to petroleum diesel and can be used in any diesel engine without modification. Most major auto manufacturers have stated formally that the use of blends up to 20 percent (B20) will not void their parts and workmanship warranties. This includes blends below B20, such as the five percent (B5) biodiesel blends that are becoming more common.

Compared with using petroleum diesel, biodiesel used in a conventional diesel engine substantially reduces emissions of unburned hydrocarbons (HC), carbon monoxide (CO), sulfates, polycyclic aromatic hydrocarbons, nitrated polycyclic aromatic hydrocarbons, and particulate matter (PM). The reductions increase as the amount of biodiesel blended into diesel fuel increases. B100 provides the best emission reductions, but lower-level blends also provide benefits. B20 has been shown to reduce PM emissions 10%, CO 11%, and unburned HC 21%.

REV has a web application available to determine individual cost and emissions savings under the new pricing structure for B99 and other biodiesel blends. To use it, go to http://www.rev biodiesel.com/fuel/biodiesel_savings.html and input the fuel quantity into the Biodiesel Clean Air Cost calculator.

About REV Biodiesel

Based in Gilbert, Arizona, REV Biodiesel is a division of Pure Earth Energy Resources, LLC (PEER), an alternative energy company established in 2009. REV was co-founded by CEO Bob Flynn of Sedona, AZ and President Dan Rees, the founder and former president of Gilbert-based AZ Biodiesel. REV currently produces approximately 11,200 gallons of biodiesel fuel per day with projected volumes ramping to 40,000 gallons per day by January 2012. The plant's total annual production capacity eventually will be 10 million gallons per year. For more information regarding REV Biodiesel, go to www.rev biodiesel.com.

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