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**Mesa and REV Biodiesel Start A New Holiday Tradition:
Protecting Wastewater and Sewer Systems by Recycling Used Fryer Grease**

Mesa, Ariz., November 21, 2011 – Taking its aggressive water conservation, treatment and reclamation efforts up another notch, the City of Mesa has announced that it will co-sponsor its first annual Holiday Waste Grease and Oil Recycling Drive with REV Biodiesel beginning Friday, November 18th and continuing through January 13th, 2012. During that time, anyone may dispose of their used grease at five participating Mesa Fire Stations throughout the city.

Arizona-based REV Biodiesel will be collecting the used grease and recycling it into biodegradable, non-toxic alternative fuel known as biodiesel at its processing plant in Gilbert.

“From frying turkeys to large family get-togethers, the holidays generate thousands of extra gallons of waste grease that can create enormous stress on our water treatment systems,” notes David Gonzales of the City of Mesa. “The grease produced from our holiday dinners and poured into the plumbing system can congeal and block pipes, causing sewer back-ups. Recycling can save your home from a clogged drain or even costly clean up.”

Dan Rees, president of REV, said that the benefits to the community of holiday grease recycling are positively compounded by the reuse of the waste oil into biodiesel fuel. “Mesa is a very progressive city. Instead of clogging our city sewers and adding stress to our water systems, the cooking oils and fats from those meals can be nearly 100% recycled into clean, biodegradable alternative fuel. And biodiesel not only fuels vehicles, but also helps to decrease air pollution.”

In 2010 East Valley residents donated 11,032 pounds of used cooking oil during the grease drive, tripling the amount donated in 2009. As a clean biodiesel fuel, this recycled grease reduced carbon dioxide emissions by 23,000 pounds, which would be the equivalent of filling the tanks of more than 24 standard-sized school buses with pure biodiesel fuel.

For those interested in participating in the program, Mesa fire station drop-off locations include:

- Fire Station 1: 1426 S. Extension Road
- Fire Station 2: 730 S. Greenfield Road
- Fire Station 3: 7035 W. Southern Avenue
- Fire Station 4: 2430 S. Ellsworth Road
- Fire Station 5: 5950 E. Virginia Street

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This year both Mesa and Gilbert fire stations are hosting collection barrels for used grease. For a map and directions to fire station locations, go to <http://www.rev biodiesel.com/news/events.html>.

About Mesa, Arizona

Mesa is the third largest city in Arizona with a resident base of more than 439,000. The City of Mesa's Northwest Water Reclamation Plant is among the Valley's leaders in environmental stewardship among buildings and structures and is the only wastewater plant in the Valley that makes use of goats for weed removal and methane gas for power. Mesa has been serving water to the community for more than 100 years and is committed to providing its customers with water that meets more than 100 state and federal drinking water standards. The City draws its source water from the Salt and Verde rivers through the Salt River Project (SRP), Colorado River water from the Central Arizona Project (CAP) and from 30 wells that supply groundwater throughout the entire City. For more information go to <http://www.mesaaz.gov/water> or call 480-644-4844.

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 June 2012. Total annual production capacity eventually will be 10 million gallons per year using current equipment. For more information regarding REV Biodiesel, go to www.rev biodiesel.com.

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