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FOR IMMEDIATE RELEASE

WORLD'S FIRST ENVIRONMENTALLY SUSTAINABLE TOUR BUS GETS FREE BIODIESEL REFILL AT INNOVATION FUELS' NY HARBOR BIOREFINERY

New York, October 28, 2009 -- "The Permibus" - the world's first environmentally sustainable tour bus complete with an interior garden perpetuated by worms, live chicken farm, multidimensional composting system, solar panels and wood burning stove - visited renewable fuels company Innovation Fuels' New York harbor bio-refinery on Passaic Street in Newark, NJ on Thursday, October 22, 2009 and received a free tanks' worth or 60 gallons of 100% pure biodiesel. The bus, which has traveled over 11,000 miles on renewable energy, stopped at Innovation Fuels as part of a national tour dedicated to showcasing sustainable living.

Appearing below and available as a jpeg attachment upon request is "The Permibus," filling up on B100 biodiesel beside its inventors, together with the staff and management of Innovation Fuels.



Innovation Fuels is a New York-based renewable energy company that manufactures, markets and distributes second-generation biodiesel to customers in the U.S. and around the world. The Permibus travels across the U.S. to offer education and resources to anyone interested in cultivating revolutionary ways of living in their communities.

About Innovation Fuels

With shovel-ready projects in New York, New Jersey, New Haven and Wisconsin, Innovation Fuels is a leading biodiesel company with a global reach and mission to promote sustainably produced biodiesel. Innovation Fuels takes a proactive and solution-oriented approach to its business with a focus on fiduciary responsibility, social and environmental stewardship, and community safety.

Innovation Fuels currently operates integrated biorefineries within the United States at strategic port locations including New York Harbor and Port of Milwaukee that provide for the supply to regional customers and a network of international partners. Innovation Fuels is also dedicated toward creating green jobs including more than thirty (30) local green jobs at its New York Harbor biorefinery in Newark, NJ.

Biodiesel is produced by chemically reacting alcohol with vegetable oils, fats, or greases. Using innovative, proprietary production technology, Innovation Fuels biodiesel is the highest quality at the lowest cost to its customers. The company is also working toward the development of next generation feedstocks including pennycress, camelina and algae - all crops that don't divert resources away from feeding people.

For further information about Innovation Fuels or to arrange an interview with senior management please call (212) 843-8073 or email amazur@rubensteinpr.com.

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