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FOR IMMEDIATE RELEASE

Karen Johnson Joins NY-Based Renewable Energy Company Innovation Fuels As VP of Business Development

New York, July 14 , 2009 -- Innovation Fuels, the New York-based renewable energy company that manufactures, markets, and distributes second-generation biodiesel to customers around the world has announced Karen Johnson has joined the firm as Vice President of Business Development.

Her primary responsibility will be to develop and manage sales and marketing relationships with customers and other partners on the local, regional and national level for Innovation Fuels' biodiesel products. Ms. Johnson will also execute the firm's feedstock and offtake strategies as well as build alliances in the public sector.

Ms. Johnson comes to Innovation Fuels from Dallas, TX based Crossmark where she managed distribution, marketing and sales for Dannon, Inc. in the NY/NJ metro area. Prior to that she worked in operations for Whole Foods Market overseeing eight different locations in the New York area. Ms. Johnson also enjoyed a successful run as a sales and marketing executive for Coca-Cola Enterprises.

“We welcome Karen at a time of tremendous growth and expansion and look forward to tapping into her wealth of sales and marketing experience to identify and qualify strategic partnership opportunities as well as forge new business initiatives for the company,” commented John Fox, CEO for Innovation Fuels.

“I am very excited to join the team and look forward to expanding our market share and capturing the unprecedented opportunities currently available in the renewable energy sector,” remarked Ms. Johnson.

Karen Johnson is a graduate of Virginia Commonwealth University in Richmond, VA and is originally from upstate New York. She currently resides in the NY Metro area.

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 CEO John Fox please call (212) 843-8073 or email amazur@rubensteinpr.com.

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