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A Fuel First For Wisconsin

New Waste Vegetable Oil Recycling And Distribution Center Combined With New Technology Promises To Save Wisconsin Businesses Thousands In Fuel Costs While Helping The Environment.

(Blair, WI – 5/23/07) Coulee Region Biofuels of Blair along with their sister group, PrairieFire Biofuels of Madison, today are proud to announce the opening of the new Coulee Region Biofuels Recycling and Distribution Center in Blair, Wisconsin. The new facility hosted an open house this morning that was attended by dozens of businesses and individuals interested in alternative fuels. The Coulee Region Biofuels Recycling and Distribution Center, located at 509 4th Street in Blair, will allow those in La Crosse and the entire Coulee Region to have easy access to uniform quality refined waste vegetable oil.

“The opening of this recycling center for waste vegetable oil advances our mission of increasing fuel independence and alternatives as well as developing waste vegetable oil as a viable fuel alternative,” said Taavi McMahon, co-owner of Coulee Region Biofuels and a Board Member of PrairieFire Biofuels. He added, **“It also advances our vision of an America with more fields of soybeans and grains and fewer fields of oil rigs and refineries.”**

The new recycling and distribution center will collect, recycle, and distribute waste vegetable oil from restaurants, food manufacturers, and other sources. One major supplier of waste oil will be Kettle Chips of Beloit, Wisconsin.

More than fueling vehicles, this new facility will play a major role in allowing businesses in the area to fuel their furnaces and boilers with recycled waste vegetable oil

Along those lines, also at today’s open house INOV8 International of La Crosse, a leader in alternative fuels combustion technology, will demonstrate their new, first of its kind, Multi-Fuel Burner.

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Waste vegetable oil, straight vegetable oil, and virtually any combustible fuel that has a BTU value can be used in this newly developed burner.

John Feyen, one of the founders of Coulee Region Biofuels, stated,

“Many small businesses have been reluctant to fuel their operations with strictly vegetable oil, fearing that they would not have a reliable source of oil. INOV8’s product guarantees and their reputation for quality, Coulee Region’s new recycling and distribution center, combined with INOV8’s new Multi-Fuel Burner should alleviate any and all fears business owners in the area might have about switching to vegetable oil to fuel their businesses.”

Members of Coulee Region Biofuels, PrairieFire Biofuels, and INOV8 International are all delighted with the working relationship they will have because of the Coulee Region Biofuels Recycling and Distribution Center.

Feyen added,

“Locating the new recycling and distribution center in the central location of Blair, close to INOV8 International, was an obvious choice. Again and again INOV8 has proven that they are the leader in developing new ways to use alternative fuels. The proximity of our recycling center to INOV8’s products and expertise will allow businesses in the Coulee Region and, eventually, the entire state to take advantage of the benefits of using vegetable oil instead of fossil fuels.”

Refining waste vegetable oil has almost no negative impact on the environment. Studies have shown that burning waste vegetable oil results in lower total hydrocarbons, nitrous oxide, carbon monoxide, and particulate matter emissions than burning petroleum-based products. In addition, vegetable oil is a local source of fuel, as most plants containing vegetable oil are grown in the Midwest, and it benefits the farmers who grow them. Also, unlike ethanol, vegetable oil does not remove food from America’s tables. Waste vegetable oil has served its purpose as a food then has a second life as fuel.

In addition to the environmental benefits, using waste vegetable oil can save businesses thousands of dollars each year. After the initial investment of \$9,000 to \$11,000 for the waste vegetable oil-fueled furnace or boiler, businesses can expect to save from thousands to tens of thousands of dollars each year, depending on their fuel consumption. Also, the WVO-fueled furnaces can last as long as 20 years – much longer than traditional fossil-fueled furnaces. In addition, the state of Wisconsin offers numerous grants and incentives that help in covering the costs of the equipment for businesses that decide to make the switch from fossil fuels to renewable fuels.

“This enormous cost savings is something that will appeal to everyone, regardless of their views on the environment,” added McMahon. “Any way you look at it, fueling your business with vegetable oil makes good, common sense.”

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