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May 23, 2007

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**INOV8 International of La Crosse Hails
Opening Of The New
Coulee Region Waste Vegetable Oil Recycling and Distribution Center
*New Facility Will Increase The Use Of Environmentally-Friendly
Waste Vegetable Oil Throughout The Region***

(Blair, Wisconsin – May 23, 2007) INOV8 International of La Crosse is pleased to announce the opening of the Coulee Region Biofuels Recycling and Distribution Center in Blair, Wisconsin. The facility is located at 509 4th Street in Blair and will hold an open house today at 10 AM.

“The opening of this facility will ensure that businesses have a reliable supply of recycled waste vegetable oil (WVO) to use in the furnaces and boilers they purchase from INOV8,” said Rebecca Faas, president of INOV8. **“Once business owners realize that our WVO-fueled systems pay for themselves in a relatively short period of time, and that the systems will then save them literally thousands of dollars each year, they will know that WVO is the logical choice for fueling their businesses.”**

There are two types of burners that have the ability to use WVO and they both come from INOV8 International of La Crosse. One of the burners is the patented Multi-fuel burner capable of burning waste and straight vegetable oil and virtually any combustible oil that has BTU value. The other is the patent-pending Dual-fuel burner that truly burns two different fuels at the same time, a ground breaking, industry first. At today’s open house at the Coulee Region Biofuels Recycling & Distribution Center, there will be demonstrations of the entire WVO recycling process from collection of the oil to the different appliances and burners that use it.

In addition to saving business owners an immense amount of money, WVO-fueled systems are better for the environment and reduce our dependency on fossil fuels.

INOV8 has been involved in alternate fuels combustion technology for over 19 years. Last year Taavi McMahon and David Dudley of PrairieFire Biofuels in Madison, along with John Fayen of Arcade Pumping in Ettrick and Matt Fisher of INOV8 began discussing their passion for environmental awareness and the need for a WVO recycling facility in the Coulee Region. From this discussion emerged the innovation in biofuels that will be unveiled at today’s event. Today’s open house is the culmination of the shared hopes and dreams of INOV8, PrairieFire Biofuels, and Coulee Region Biofuels – Dreams for a better America that is less dependant on fossil fuels and that is aware of the responsible ways a waste product can be utilized not only to fuel trucks and autos, but also for commercial heating and boiler operation. These gentlemen and the companies they represent all have a genuine desire to offer products and services that will allow people of the Coulee Region to have a real choice when it comes to purchasing fuel for their businesses.

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