



RUBENSTEIN PUBLIC RELATIONS, INC.



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MALEK JALAL IS APPOINTED PRESIDENT OF INNOVATION FUELS

Utility Products

Innovation Fuels, the New York based renewable energy company that manufactures, markets, and distributes second-generation biodiesel to customers around the world, announced Malek Jalal as the company's new president. Mr. Jalal is a cofounder of Innovation Fuels and has been serving as Chief Strategy Officer.

"I am pleased that Malek's experience, expertise, and hard work have been recognized with this promotion to president," commented John Fox, Chief Executive Officer for Innovation Fuels. "I have been very fortunate to sit side-by-side with Malek as we build a vertically integrated, sustainable biofuels company, which is frankly a vision that Malek set when we first met in March 2007. I look forward to many more years of growing this business alongside Malek in order to exceed the market demand before us. I know that Malek is the right person to help guide our company to be the consolidator of choice in an industry that yearns for a leader."

Prior to joining Innovation Fuels, Malek Jalal founded Level 3, a petrochemicals trading company, as well as served as CEO of Hampton Biofuels, Inc., which was ultimately merged with Homeland Energy Biofuels, LLC to form Innovation Fuels. Previously, Mr. Jalal was with ICC Chemical Corporation where he managed a team of 18 office managers, who reported on local and regional market trends, and he developed a worldwide network of petrochemical producers and agents including Dow Chemical, Acetex (Canada), BP Amoco, Sabic (Saudi Arabia), and many other multinationals. In addition, Jalal ran his own petrochemical commodities trading firm with a focus on gasoline blend-stocks and renewable energies. He holds a BA in business administration from Rochester Institute of Technology.

"I am focused on tapping into the tremendous global demand for renewable fuel sources to expand our positioning in the United States and delve into promising new markets worldwide," remarked Mr. Jalal. "With the Obama administration's focus on the development of clean fuel technologies, the potential for renewable energy sources such as biodiesel is greater than ever and we can use this to our advantage on a global scale."

Mr. Jalal enters his new role in the midst of an exciting growth period for Innovation Fuels. In January 2009, Innovation Fuels made a significant infrastructure investment when it closed on the purchase of a 310,000 barrel (43,000 metric tons) capacity terminal located on ten acres in the Port of Milwaukee. This facility will be used for integrating the production and distribution of biofuels into and out of the Midwest. Earlier this year, the company announced partnerships with local companies to provide biodiesel for the home heating market. Last summer, the company shipped the first-ever biodiesel (more than 15,000 barrels or 2,000 metric tons) from a New York Harbor producer bound for Rotterdam, marking the first of several shipments serving European customers through Innovation Fuels Europe, a joint venture between Innovation Fuels and Arpadis Group. The company plans to continue expanding its footprint domestically, answering President Barack Obama's call to dramatically increase distribution of biodiesel to customers in the U.S. in 2009 and beyond. As the President said in his inauguration address last month, "We will harness the soil to fuel our cars and run our factories. All this we can do. All this we will do."