



NEWS RELEASE

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HERO BX: WE WILL LEAD THE NEW GREEN ENERGY REVOLUTION
Global Biodiesel Producer Lake Erie Biofuels, LLC, announces HERO BX as new name, introduces its new technology pathway

“We’re continuing to do what we’ve always done but like any forward looking company we’re exploring other second generation and third generation feedstocks. We will continue to do what we do best and that is produce high-quality sustainable biodiesel from multiple feedstocks.” HERO BX CEO, Leonard Kosar

September 8, 2009 (Erie, PA) –Today, Erie, PA based Lake Erie Biofuels, LLC, has announced their new name: HERO BX. “HERO BX stands for high-quality biodiesel and that is what we produce everyday using multiple feedstocks,” said HERO BX CEO, Leonard Kosar. “In the future, we will utilize our proprietary blending technology to determine what the most efficient and cost competitive second and third generation feedstocks are and add them to our feedstock portfolio. We are not only a biodiesel company, we are a fuel technology company.”

HERO BX is committed to leading the way to America’s renewable energy revolution through its production of high-quality, low cost biodiesel. Currently producing 45 million gallons of biodiesel per year, the company plans to expand as it continues to grow its global presence in the biodiesel industry.

“We believe in biodiesel and its role for our country in increasing our energy independence and improving our environment,” said HERO BX founder Samuel P. “Pat” Black, III. “Therefore, HERO BX will be on the leading edge of an energy revolution that will bring renewable fuels, such as biodiesel, to the American people and to people around the world.”

The Company’s advantage lies in its ability to produce biodiesel using multiple feedstocks primarily from vegetable oils and waste oils. “What most second and third generation biofuels are not doing today is actually producing biodiesel,” said Kosar. “HERO BX is producing superior biodiesel today using first generation feedstocks from waste oil to catfish oil, to vegetable oil, and tomorrow we will add to our feedstock portfolio the most efficient and cost competitive second and third generation feedstocks such as camelina and algae.”

The Company predicts that its use of camelina oil as a feedstock is two years away and algae five years away.

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As President Obama has frequently said, “The American people are ready to be part of a mission.” HERO BX will be part of that mission as a biodiesel producer, technology leader and consumer educator. The Company is supporting the new award winning documentary “FUEL” starring and directed by Josh Tickell. The film, launching nationwide on September 18, 2009, engages the viewer in the story of biodiesel and its important role in the world’s move to sustainable fuels.

“Today, the industry is only 10 percent up the technology chain. We haven’t even begun to get to algae as a scalable feedstock. With HERO BX’s vision, know-how and cutting-edge technology, we’re going to be a leader in ensuring the biodiesel industry moves up the technology chain and meets the world’s growing demand for biodiesel,” said Kosar.

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About HERO BX

HERO BX, formerly Lake Erie Biofuels, LLC, started operations in 2007 and is Pennsylvania’s first large-scale biodiesel production facility. A fully accredited BQ-9000 producer and marketer of biodiesel, HERO BX is the leading producer of biodiesel in the United States and distributes its fuel around the world. HERO BX’s state of the art, on-site laboratory for ASTM D6751 testing, guarantees its biodiesel surpasses all accepted industry standards for performance and quality. To learn more about HERO BX, visit www.HEROBX.com. To download logos, photos, audio and video, visit the Company’s online news room at www.HEROBX.com/press. To learn more about the documentary “FUEL,” visit www.thefuelfilm.com.