



The only company producing carbon negative fuels using plant photosynthesis to remove CO₂ from our atmosphere

Press Release

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Cool Planet Selected by Always On as an GoingGreen Silicon Valley Global 200 Winner Recognized for creating technology innovations in green technology

CAMARILLO, Calif. – November 13, 2012 - Cool Planet Energy Systems announced today that it has been chosen by AlwaysOn as one of the GoingGreen Silicon Valley Global 200 winners. Inclusion in the GoingGreen Silicon Valley Global 200 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing and entrenched players in green technology. Cool Planet was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Cool Planet and the GoingGreen Silicon Valley Global 200 companies will be honored at AlwaysOn's seventh annual GoingGreen Silicon Valley, November 27th and 28th, 2012, at the Golden Gate Club in San Francisco, CA. GoingGreen Silicon Valley is a two-day executive event where cutting-edge, Greentech company CEOs and Founders meet the movers and shakers from the biggest industries on earth.

Cool Planet's unique method for producing biofuel is the breakthrough innovation the industry has been waiting for to make price-competitive clean, renewable fuel at scale a reality. Cool Planet is the only company that can produce high octane gasoline at the cost of \$1.50 a gallon, without government subsidies, and which removes carbon from the atmosphere during the course of production. By mass-producing mobile, pre-fabricated micro-refineries that are easily transportable to the biomass source, Cool Planet significantly reduces costs of feedstock transportation, allowing for its biofuel to be price-competitive with regular gasoline.

MEDIA STORY/OPPORTUNITIES

- Interview Howard Janzen, Cool Planet's President & CEO by phone.
- Attend the keynote of Cool Planet Founder and Chairman, Mike Cheiky, at GoingGreen Silicon Valley in San Francisco on November 28, 2012 at 10:15 a.m. on the topic of "Is Carbon Negative Energy Practical?"
- GoingGreen Silicon Valley event address: The [Golden Gate Club](#), Fisher Loop, San Francisco, CA 94129.

LINK TO ALWAYS ON WEBSITE:

<http://www.alwayson.com/AOStory/Announcing-2012-GoingGreen-Global-200-Top-Private-Companies>

CONNECT WITH COOL PLANET: on [Facebook](#), on [Twitter](#) and at www.coolplanet.com.

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