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VEGGIE VAN ORGANIZATION AND THE FUEL MOVIE TO UNVEIL THE ALGAEUS

The World's First Algae-Fueled, 150 Mile Per Gallon Vehicle Kicks Off Cross Country Tour to Launch "FUEL"

Los Angeles, CA (August 27th, 2009) - Green Fuel is real fuel as the Algaeus, the world's first plug-in hybrid vehicle to cross the country on fuel containing a blend of algae-based renewable gasoline, hits the road to celebrate the launch of the award-winning film FUEL. Sponsored by the Veggie Van Organization, the eco-aggressive, 10-day cross country tour features a caravan of high technology 'green' vehicles, led by the groundbreaking Algaeus, which is fueled by Sapphire Energy. The tour kicks off on September 8 in San Francisco and culminates in New York City on September 18 to celebrate the nationwide premiere of FUEL, the movie that inspires green energy solutions such as those demonstrated on the tour.

Sundance Film Festival Winning Director of "FUEL" and Founder/Co-Director of Veggie Van Organization, Josh Tickell, says of the big news, "What better way to show that the energy solutions we have been waiting for are here than driving the world's first algae fuel powered, 150 mile per gallon, plug-in-electric hybrid vehicle across America to celebrate the opening of a movie about a new green economy."

The tour will kick off in San Francisco on September 8th en route to New York City. The stops along the tour will include Sacramento (Sept. 9th), Salt Lake City (Sept. 10th), Cheyenne, WY (Sept. 11th), Lincoln, NE (Sept. 12th), Chicago, IL (Sept. 13th), Detroit, MI (Sept. 14th), Cleveland, OH (Sept. 15th), Erie, PA (Sept. 16th), Washington DC (Sept. 17th) and NYC (Sept. 18th).

About the "Algaeus":

Veggie Van Organization has partnered with Sapphire Energy, the leader in algae-based fuel production, to introduce the world to the Algaeus. This is the first street-ready and legal car to cross the country using a blend of algae-based gasoline. This vehicle is based on a 2008 Toyota Prius that has been given an added battery pack, a plug and an advanced energy management system. The PHEV (plug in electric hybrid) gets 150 miles per gallon. Additionally, this gasoline blend is a complete drop-in replacement to fossil gasoline. The engine of the Algaeus has not been modified.

Sapphire Energy is providing the fuel that is a complete drop-in replacement containing a mixture of hydrocarbons refined directly from algae-based Green Crude, extracted through Sapphire's proprietary process, and fossil fuels to afford a high octane gasoline. "At Sapphire Energy, we recognize that the world needs a new generation of transportation fuels that are low carbon, produced domestically and can spur economic growth," says Jason Pyle, CEO of Sapphire Energy. "Through our partnership with the Veggie Van Organization and FUEL producers to test drive the Algaeus, we're one step closer to proving algae is that answer."

About "FUEL":

Stirring, comprehensive and a Sundance Film Festival award winner, **FUEL** is a powerful portrait of America's overwhelming addiction to, and reliance on, oil. Having been born and raised in one of the USA's most oil producing regions, director Josh Tickell saw first hand how the industry controls, deceives and damages the country, its people and the environment, and after one too many people he knew became sick, Tickell knew he just couldn't



idly stand by any longer. He decided to make a film, focusing both on the knowledge and insight he discovered, but also giving hope that solutions are at reach. A 'regular guy' who felt he could make a difference, he spent 11 years making his movie, showing himself – and others – that an individual can indeed affect change. As both a first time director and narrator of the film, Tickell offers a virtual tour guide through the drama of fuel, the history, the politics, the mess that the world is in and the fascinating alternatives for a way out. In the movie, he interviews politicians, historians, professors and a sprinkling of activist celebrities, all of whom have their own take on one of the most important and pressing concerns of the modern era. Interviews with a wide range of environmentalists, policy makers and educators, along with such "green" celebrities as Richard Branson, Woody Harrelson, Julia Roberts, Sheryl Crow, Larry Hagman, Robert Kennedy, Jr., Larry David, Willie Nelson and Neil Young offer serious fuel for thought. **FUEL** is directed by Josh Tickell and written by Johnny O'hara. The producers are Greg Reitman, Dale Rosenbloom, Daniel Assael, Darius Fisher and Rebecca Harrell. The movie opens in select cities on September 18th. For more information, please visit www.thefuelfilm.com.

About Veggie Van Organization:

The Veggie Van was founded by Environmentalists, Activists, Director and Producer – Josh Tickell & Rebecca Harrell. The Veggie Van Organization was established to facilitate the transition from fossil fuel use toward a new green economy by educating people about sustainable energy and providing them with appropriate pathways for integrating sustainable energy into homes, schools, communities, cities, states and ultimately nations.

For additional information on Veggie Van Organization please visit www.veggievan.org/press/.

About Sapphire Energy:

San Diego-based Sapphire Energy is pioneering an entirely new industry – Green Crude Production – with the potential to profoundly change America's energy and petrochemical landscape for the better. Sapphire's products and processes in this category differ significantly from other forms of biofuel because they are made solely from photosynthetic microorganisms, using sunlight and CO₂ as their feedstock; are not dependent on food crops or valuable farmland; do not use potable water; do not result in biodiesel or ethanol; enhance and replace petroleum-based products; and are low carbon, renewable and scalable. Finally, Green Crude can be refined into the three most important liquid fuels used by our society: gasoline, diesel and jet fuel. The fuels meet ASTM standards and are compatible with the existing petroleum infrastructure, from refinement through distribution and the retail supply chain. For more information about Sapphire Energy, visit the company's websites at www.sapphireenergy.com and www.greencrudeproduction.com.

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