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For immediate release

**EPA APPROVAL OF POP DIESEL™-EQUIPPED ENGINE HERALDS
BEGINNING OF VEGETABLE OIL FUEL ERA**

ALBUQUERQUE, July 26, 2013 - Plant Oil Powered Diesel Fuel Systems, Inc. ("POP Diesel™") announced today that the U.S. Environmental Protection Agency has given it EPA's first-ever approval of a diesel engine equipped to run on 100 percent straight vegetable oil, like the stuff you buy at the grocery store.

EPA's approval, on selected Ford F-Series diesel trucks, "indicates that 100 percent vegetable oil will perform comparably to petroleum in any diesel engine equipped by POP Diesel™, even semi truck engines having the latest emissions after-treatment devices and subject to the toughest emissions standards," said Claude D. Convisser, POP Diesel™'s President.

"POP Diesel™ sells our plant oil fuel for at least \$1 per gallon below the price of petroleum diesel," Convisser added. "This fuel is carbon-neutral and displaces fossil petroleum emissions one-for-one, making it an ideal solution for stopping global warming." Contrast vegetable oil fuel with biodiesel. Biodiesel starts as vegetable oil but must undergo a costly and energy-intensive transformation of the molecule that produces hazardous waste. Nationwide standards restrict biodiesel to only a 5 to 20% blend, with the remaining 80 to 95% being petroleum diesel. POP Diesel™'s vegetable oil fuel remains in its ordinary state and can run in any diesel engine equipped by POP Diesel™ at 100% concentration, aside from the brief start-up and shut-down periods on petroleum diesel. Plant oil fuel requires slightly more in volume to travel the same distance but has the same power and causes less engine wear because of better natural lubricity.

Several trucking fleets have begun installing POP Diesel™'s equipment, which costs a fraction of a retrofit for compressed or liquefied natural gas. The pay-back period is usually a couple of months, versus years for CNG or LNG.

POP Diesel™ has contracted for reliable supply of 50 million gallons per month of inexpensive and inedible, fresh *jatropha* oil from friendly countries like Mexico. Convisser predicted: "Within 10 years, most diesel engines in the U.S. will run on 100% plant oil, as initiatives to counter global warming take hold. Vegetable oil fuel offers long term sustainability because it doesn't emit fossilized carbon into the atmosphere, the way, say, natural gas does."

Because plant oil fuel is neither hazardous nor explosive, underground storage is unnecessary. The State of New Mexico has certified POP Diesel™'s commercial fuel dispensing pump. Convisser said: "Roll-out of 300 to 600 filling stations nationwide can occur quickly, as POP Diesel™ attracts customers and secures financing."

Since 2006, POP Diesel™ has operated the nation's first state-permitted processing plant and Filling Station for 100 percent vegetable oil fuel, in Albuquerque. The company has six employees. It has a project currently online at Indiegogo.com seeking funding for POP Diesel™ Filling Stations around the country at <http://igg.me/at/popdiesel/x/3954279>. Its website is www.popdiesel.com.