



# Mission NewEnergy Limited

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## ASX ANNOUNCEMENT

### Mission hires Strategic Investor Relations Firm

**Mission NewEnergy Limited (ASX: MBT)**, or (“the Company”) a vertically integrated biodiesel refiner, and one of the world's largest Jatropha plantation companies is pleased to announce that it has retained HC International, Inc. as its strategic investor relations advisor to help the Company communicate its core business and financial attributes to various constituents of the investment community.

Matthew Hayden, Todd Pitcher, and the rest of the HC International team (HCI), will be advising the Company in all facets of corporate and financial communications. Mr. Pitcher is the managing partner of Hayden's affiliate, Aspire Clean Tech Communications, which focuses solely on the alternative energy and clean tech markets.

"Proceeding with a Nasdaq listing, as well as milestones achieved in our ligno cellulosic ethanol trials, and long-term offtake agreement with Valero are important accomplishments for Mission NewEnergy", commented James Garton, the Company's head of corporate finance. "As we prepare to enter the U.S. capital markets through a listing on the Nasdaq, we have selected HC International to provide us with strategic investor relations services to optimize the effectiveness of our corporate communications and public transparency. The team at HCI is well-respected and has a proven track record of representing successful foreign-based, US-listed companies. We are confident they will help us to proactively convey our business model, value proposition, competitive advantages and growth strategy, to a broad universe of investors".

"The tremendous growth in the biodiesel markets, and government mandates make the U.S.A a primary market opportunity for biodiesel companies worldwide. Clean Energy just reported this week that biofuels (global production and wholesale pricing of ethanol and biodiesel) reached \$44.9 billion in sales during 2009, and are projected to grow to \$112.5 billion by 2019. As one of the world's largest farmers of Jatropha, and a vertically integrated, low cost producer of biodiesel, Mission NewEnergy is extremely

well positioned to capitalize on this growth opportunity" said Matthew Hayden, President of HC International Inc. "We look forward to developing and implementing a comprehensive investor communications and marketing strategy to further expand Mission NewEnergy's audience in all segments of the financial community".

Announcement ends

### **About Mission NewEnergy Limited:**

Mission NewEnergy Limited is a company:

- listed on the ASX with its operations in Malaysia and India;
- that owns and operates a 100,000 tpa (approx. 30 million gallons p.a.) biodiesel plant at Kuantan in Malaysia producing biodiesel that exceeds international specifications (EN14214 & ASTM 6751-D);
- that is the only non-German biodiesel producer to be certified by AGQM, the German Biodiesel production process certification body;
- that is currently commissioning a 250,000 tpa (approx. 75 million gallons p.a.) biodiesel plant with KNM Process Systems SdnBhd as a turnkey contractor using Axens' 2<sup>nd</sup> generation, heterogenous catalyst, trans-esterification technology and adjacent to the 100,000 tpa plant;
- that will initially use Crude Palm Oil (CPO) as the feedstock for its biodiesel plants in Malaysia;
- that is rapidly developing its upstream feedstock business in India, which is focusing on a drought-resistant perennial plant (Jatropha Curcas) that grows in marginal/poor soil. Jatropha is easy to establish, grows quickly, produces seeds for over 40 years and importantly is inedible;
- that will ultimately replace CPO with Jatropha Oil as its feedstock for its biodiesel plants;
- that owns and operates two wind energy turbines of 1.65 MW each in India which sell electricity to a Western Indian utility under a 13 year power purchase agreement; and
- that owns two patent-pending, lab and pilot-tested technologies for production of ethanol from a wide variety of agricultural waste material at a cost substantially lower than reported by competing enzyme based cellulosic ethanol technologies.

For more information and a copy of this announcement, please visit: [www.missionnewenergy.com](http://www.missionnewenergy.com) or contact:

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