



Tempo Offices, Unit B9,
431 Roberts Rd, Subiaco,
Western Australia, 6008

Tel: + 618 9445 1006

Fax: + 618 9204 2383

Email: invest@missionnewenergy.com

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ASX ANNOUNCEMENT

HP Sustainability Leader Brian Tippens Named to Advisory Board of Mission New Energy, Limited

Mission NewEnergy Limited (ASX:MBT), a global leader in providing energy from renewable origins, is pleased to name Brian Tippens, HP's lead of that company's Global Supplier Diversity & Development Programs, to its Advisory Board. The appointment was announced by Mission's Advisory Board Chairman Major General Wilbert D. Pearson (USAF-Ret).

"Alternative energy is a compelling issue for all industries both from a cost and environmental perspective. Brian's leadership at HP, a globally recognized "green" advocate and his previous experience at Intel and as an adjunct professor of law at Kaplan University, together with his personal commitment to finding solutions to environmental challenges provides Mission NewEnergy with another strong voice for reliance upon responsible products for our future," Pearson said.

Mission NewEnergy, an Australian based company, is involved in the management of more than 140,000 indigent farmers in India growing and processing non-edible *Jatropha* seeds in marginal land without displacing agricultural land used for food supply. The *Jatropha* solution is receiving global support as the seeds do not affect food supplies or prices and the company does not rely upon government funding.

James Garton, President of Mission NewEnergy, USA said "We welcome Brian Tippens as an Advisory Board member. We will continue to bring together outstanding business leaders, scholars and advocates to our Council to work with General Pearson in pursuing a sustainable future relying on renewable energy."

Tippens is a University of San Francisco graduate and received his Juris Doctorate from the University of the Pacific. At HP, Brian is responsible for driving implementation of Social & Environmental Responsibility and green procurement policies. "Environmental concerns cross all corporate, political

and economic borders. I am pleased to be associated with a company pursuing solutions that will impact all industries in all nations.” Tippens concluded.

Announcement ends.

For more information and a copy of this announcement, please visit: www.missionnewenergy.com or contact:

Company Contact:

James Garton
Head Corporate Finance, M&A
Mission NewEnergy Limited
+ 61 8 9445 1006
james@missionnewenergy.com