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## GREENEARTH ENERGY RECEIVES ISRAEL 2010 TRADE AWARD

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Greenearth Energy Limited (ASX:GER) is pleased to announce that it has been recognised by the State of Israel Ministry of Trade and Labour with an award in recognition of an outstanding contribution to the forging of international trade links with Israel.

At a ceremony held in Melbourne last night and attended by The Honourable Dr Uzi Landau, Minister for National Infrastructure for the State of Israel, Mr. Ehud Gonen Israeli trade Commissioner to Australia and Mr. Leon Kempler OAM, National Chairman of the Australia-Israel Chamber of Commerce, Greenearth Energy received its award along with a number of other notable recipients. According to official statistics, total trade in 2010 between Israel and Australia rose to \$715 million an 18.7 percent increase on the previous year.

Greenearth Energy's contribution is by way of the company's strategic positioning across the broader renewable energy and energy efficiency sectors and the introduction to Australia of several world class Israeli clean energy technologies.

Greenearth Energy in October 2010 announced a strategic partnership and commercial distribution agreement with Israel based Metrolight, the world's leading manufacturer of smart High Intensity Discharge (HID) energy efficient lighting solutions for the commercial, industrial, retail and street lighting sectors. Metrolight, established in 1996 has accumulated over 2 Billion energy efficient operating hours with over 500,000 systems installed worldwide. Greenearth Energy, by way of its dedicated energy efficiency subsidiary, Greenearth Energy Efficiency, recently commissioned installations at Diageo Australia and Ambulance Victoria with the latter delivering an annual estimated energy efficiency saving of 65 percent.

Later in 2010 Greenearth Energy announced the establishment of subsidiary company Greenearth Solar Energy and the partnership with Israel's ZenithSolar, developer and manufacturer of the world's most efficient Combined Heat and Power (CHP) solar technology the ZenithSolar Z20. ZenithSolar and Greenearth Solar Energy have joined forces to deploy in the City of Port Melbourne a ZenithSolar Z20 demonstration during the second half of 2011.

Greenearth Energy announced on June 30 2011 that it had successfully concluded negotiations with Yeda Research and Development Co. Ltd., the commercial arm of Israel's Weizmann Institute of Science, for an exclusive, worldwide Research and Licence Agreement, which it will assign to an ultimate subsidiary company NEWCO2FUELS LTD (NewCo2Fuels), for a revolutionary technology that has the ability to convert CO<sub>2</sub> emissions into fuel. The company believes that this technology breakthrough has the potential to be a viable alternative to CO<sub>2</sub> geo-sequestration and shift our thinking and approach on the global CO<sub>2</sub> emissions challenge.

Managing Director of Greenearth Energy, Mark Miller, said; "We are both honored to receive this most prestigious award, and in doing so thank our many supporters. It has been a privilege to be able to establish partnerships with world leading companies, the Weizmann Institute of Science and its scientists.

"Our diversification strategy to date has been underpinned by the partnerships we have established with Israeli clean technology developers.

"Greenearth Energy today represents to investors and partners alike a unique proposition with the company having a suite of long term strategic, large scale technology and project opportunities (Greenearth Geothermal and NewCO2Fuels) balanced with a number of more immediate and nearer term opportunities in the Energy Efficiency (Metrolight and Pacific Heat & Power) and broader Renewable Energy Category (ZenithSolar).

"We are confident that our Israeli technology partnerships combined with emerging renewable energy and energy efficiency opportunities both domestically and within our region will deliver positive outcomes for all stakeholders."

For more information, please contact Greenearth Energy on +61 3 9620 7299.



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