

ASX RELEASE AND MEDIA RELEASE 21 JULY 2011

**CO₂ TO FUEL CONVERSION TECHNOLOGY CREATOR
JOINS GREENEARTH ENERGY IN MELBOURNE**

Greenearth Energy Limited (ASX:GER) is pleased to announce that the leader of the team that created the NewCO₂Fuels technology, Professor Jacob Karni of the Weizmann Institute of Science Israel, has joined the company in Australia for a series of meetings and events as a follow up to the company's ASX announcement of 30 June 2011.

Greenearth Energy announced on 30 June 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 CO₂ emissions into fuel.

With the recent announcement by the Australian Government regarding the Carbon Tax, and substantial future funding earmarked for Australia's Clean Energy Future, Greenearth Energy and project collaboration partners Erdi Fuels Pty Ltd along with Professor Karni have been meeting this week with Victorian based parties who are interested in the revolutionary CO₂ to fuel conversion technology.

Victoria's energy mix is dominated by brown coal generation accounting for more than 90 percent of the States power and over 50 percent of its CO₂ emissions. Greenearth Energy's CO₂ to fuel conversion technology has the potential to reduce emissions substantially potentially utilising the States low cost generation facilities and resources.

Managing Director of Greenearth Energy Mark Miller said; "We are delighted to have Professor Karni join us this week and all partners have been greatly encouraged by the level of interest in, and enthusiasm towards our technology proposition. Our CO₂ to fuel conversion technology has been proven in the laboratory and over the next few years the project aims to deliver a successful field trial.

"We believe our CO₂ to fuel conversion technology has the potential to assist Australia in its transition to a clean energy future by way of producing commercially viable fuel from emissions. Imagine the benefit gained by an alternate approach to the cleaner utilisation of our vast brown coal resources in this way? We believe that our CO₂ to fuel conversion technology has the potential to be a viable alternative to CO₂ geo sequestration".

For a copy of Professor Jacob Karni's presentation at the Australia-Israel Chamber of Commerce Luncheon today please refer below. A more detailed overview of the technology can be obtained from our company website.



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New CO₂ Fuels

From challenge to opportunity

NewCO₂Fuels.



CO₂ to Fuel Conversion Technology

Australia-Israel Chamber of Commerce Luncheon Presentation, 21 July 2011

From challenge to opportunity

Important Notice



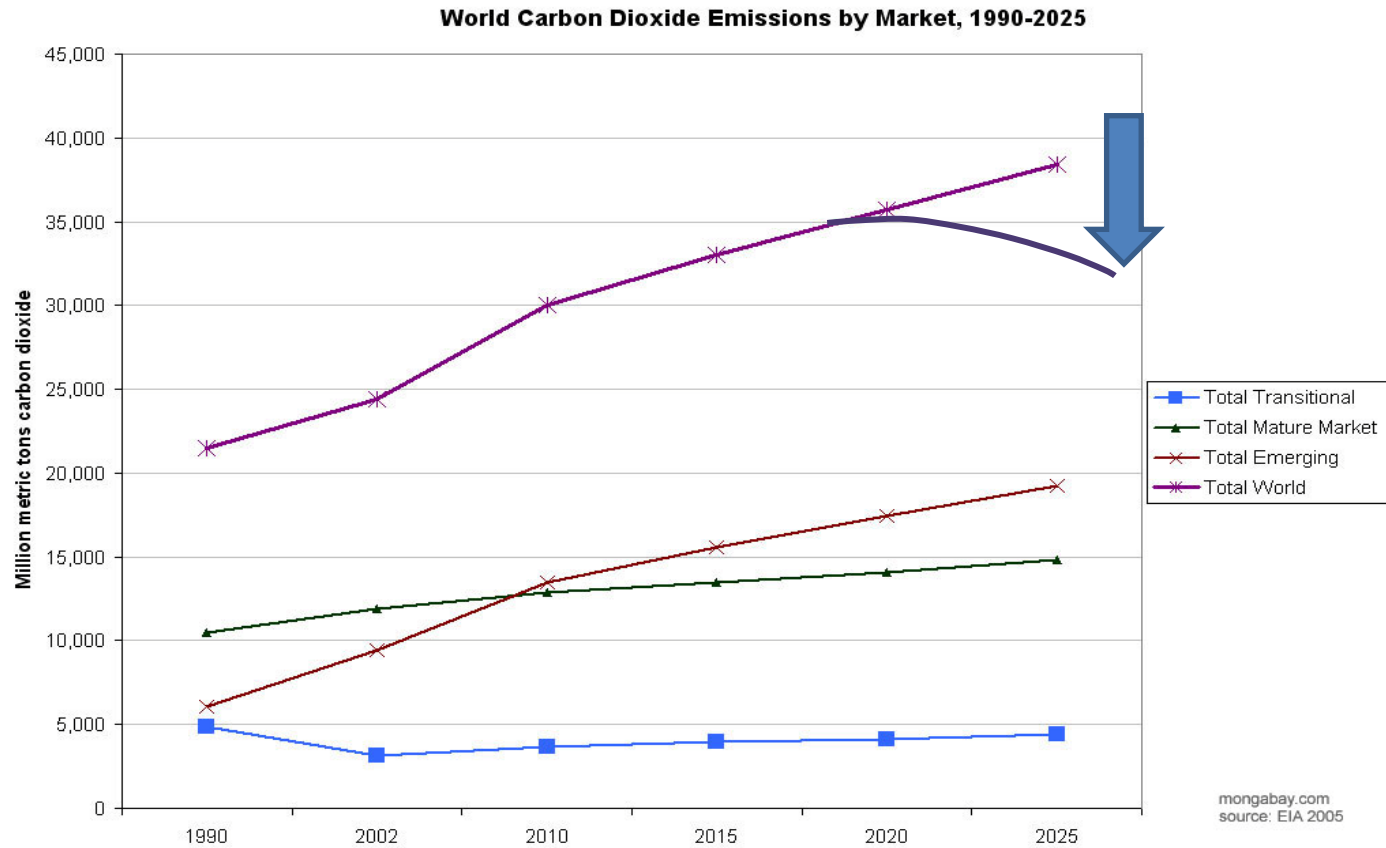
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New CO₂ Fuels

The Need We Address

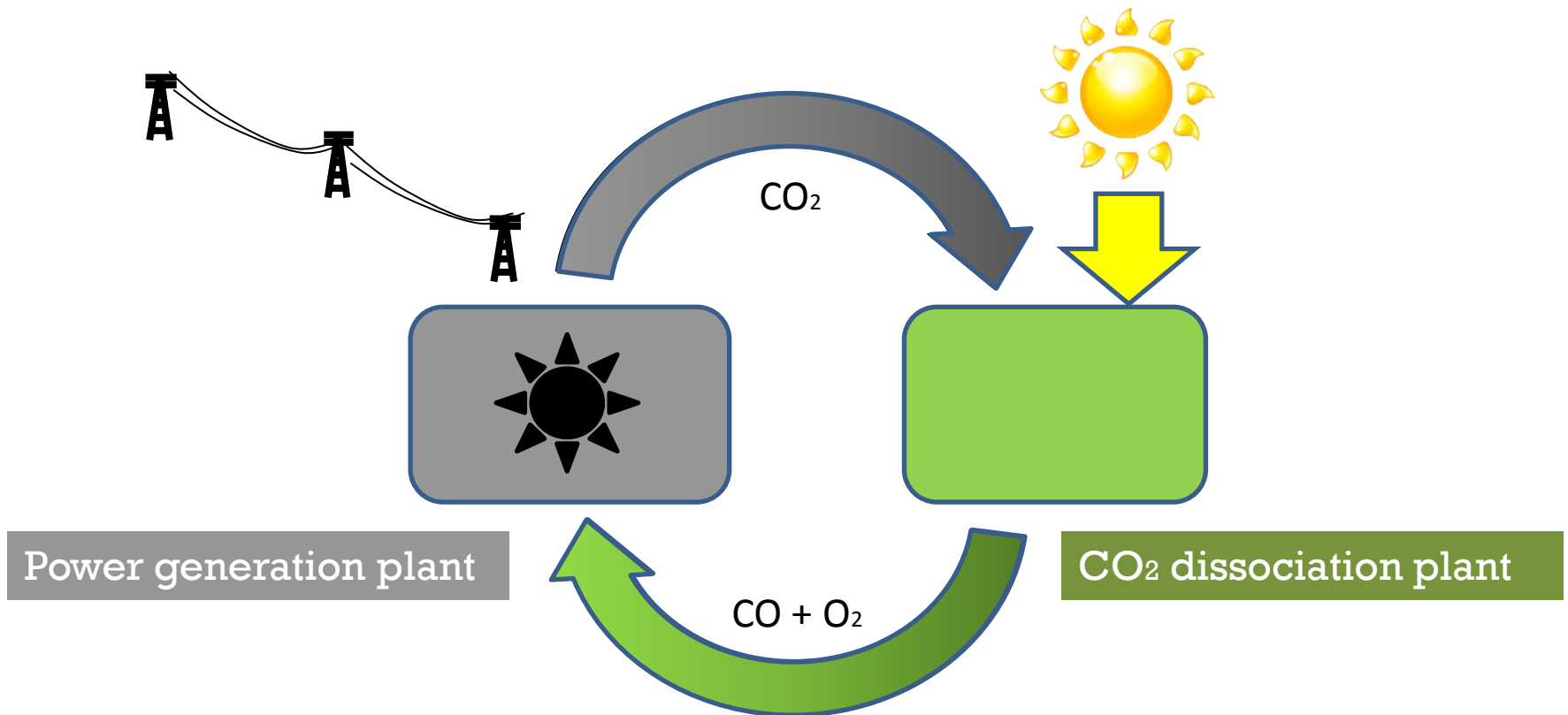


Source: Energy Information Administration's *Emissions of Greenhouse Gases in the United States 2004*.

New CO₂ Fuels

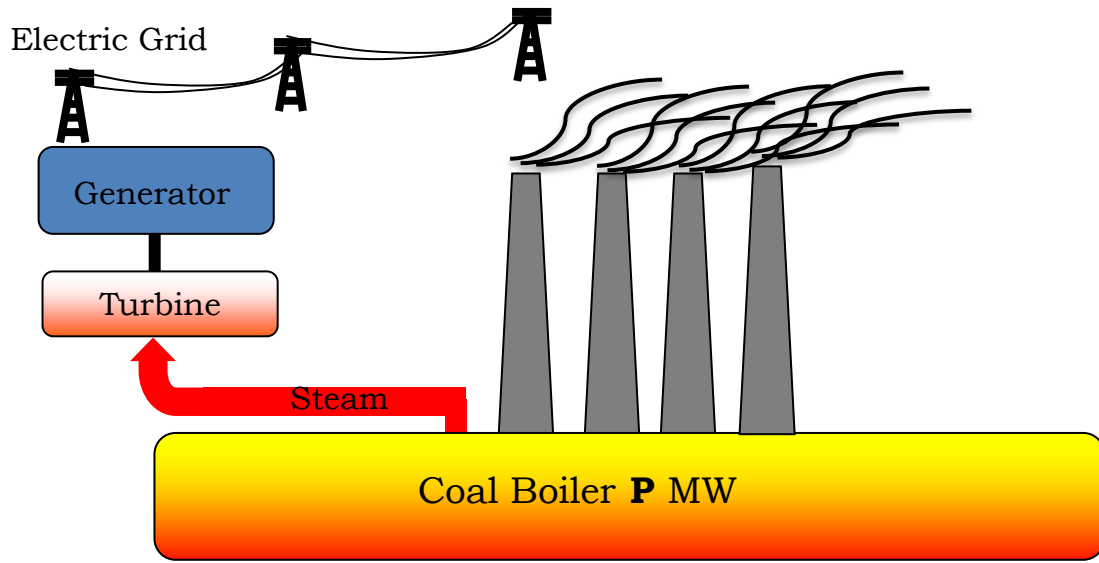
Our Approach

Economical recycling CO₂ emissions back to fuel using the sun as the energy source



New CO₂ Fuels

The Challenge: Emissions Free Power Generation

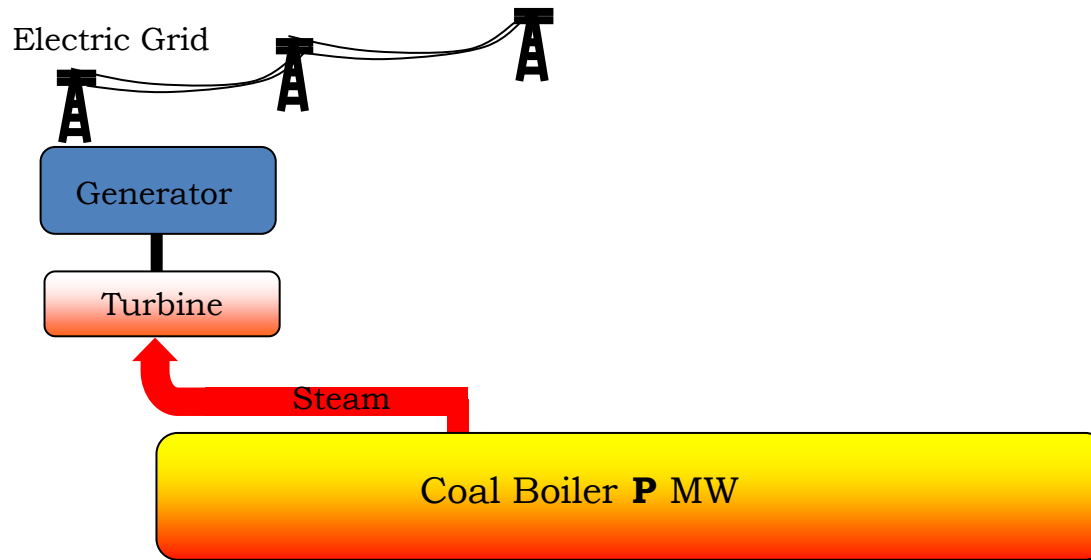


Our Objectives:

1. Burn coal without CO₂ and other harmful emissions
2. Avoid the need to capture the CO₂ and then bury it in the ground
3. Use the CO₂ as a fuel source (e.g. for transportation or power generation)

New CO₂ Fuels

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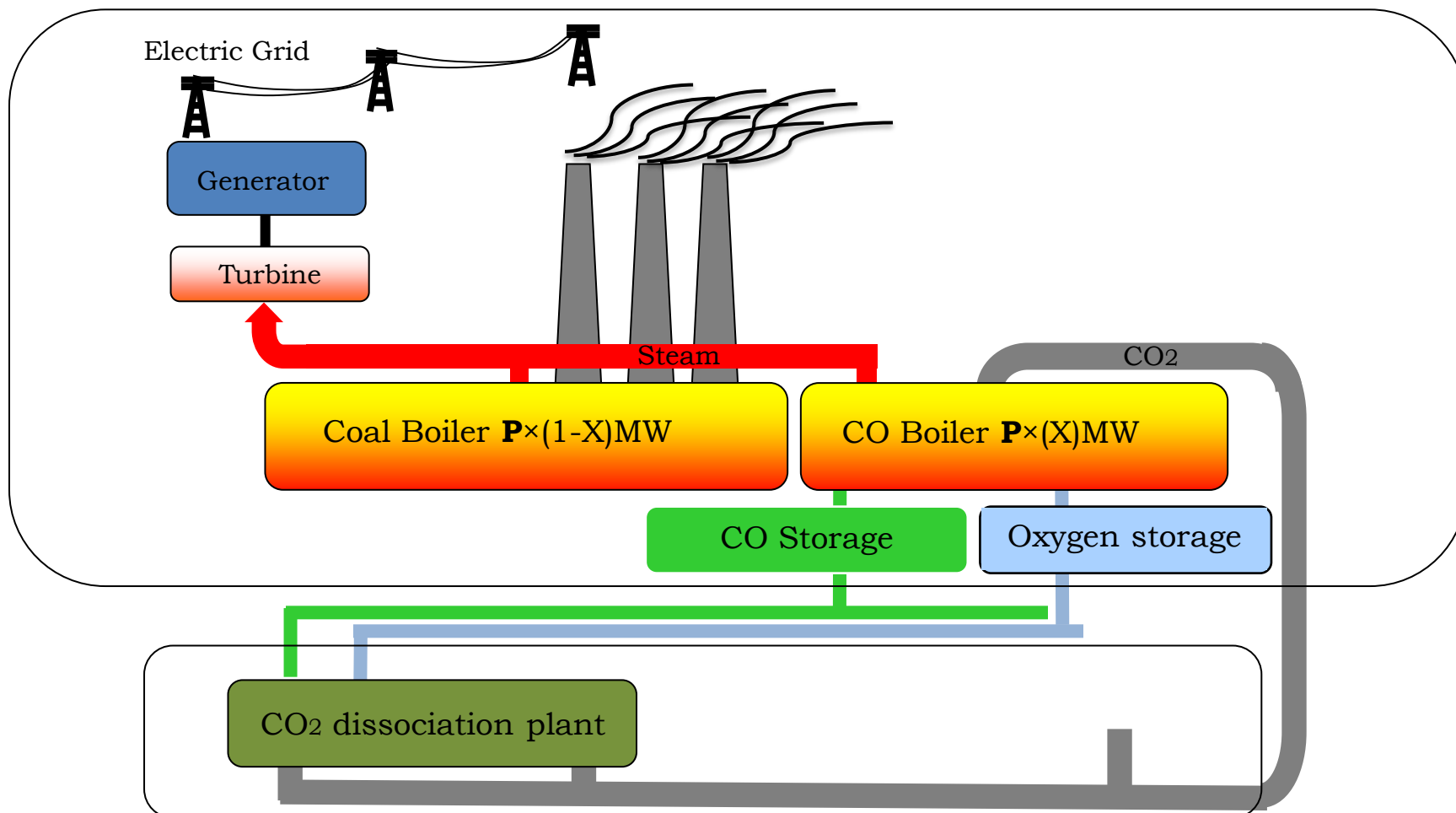


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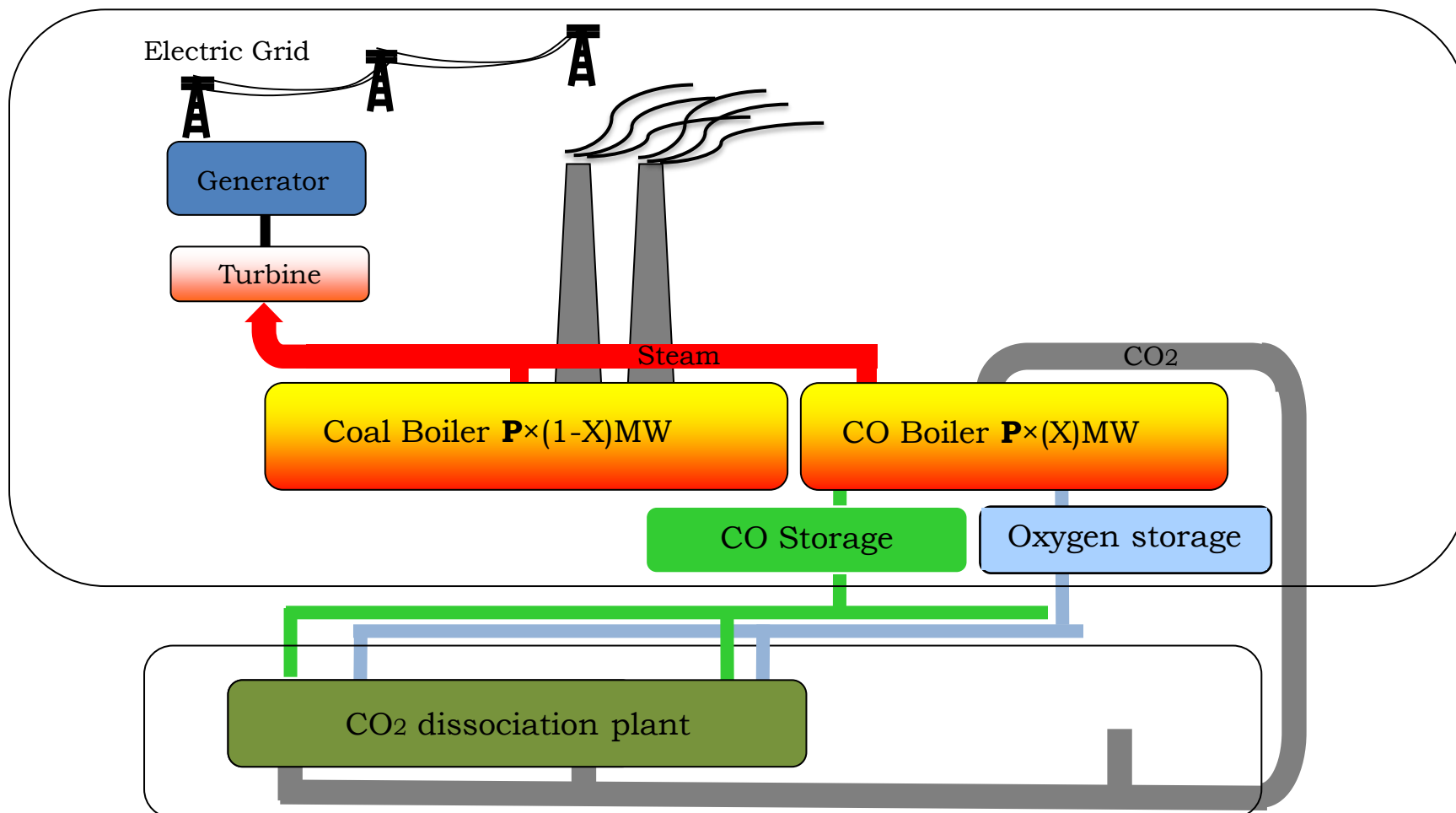
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New CO₂ Fuels

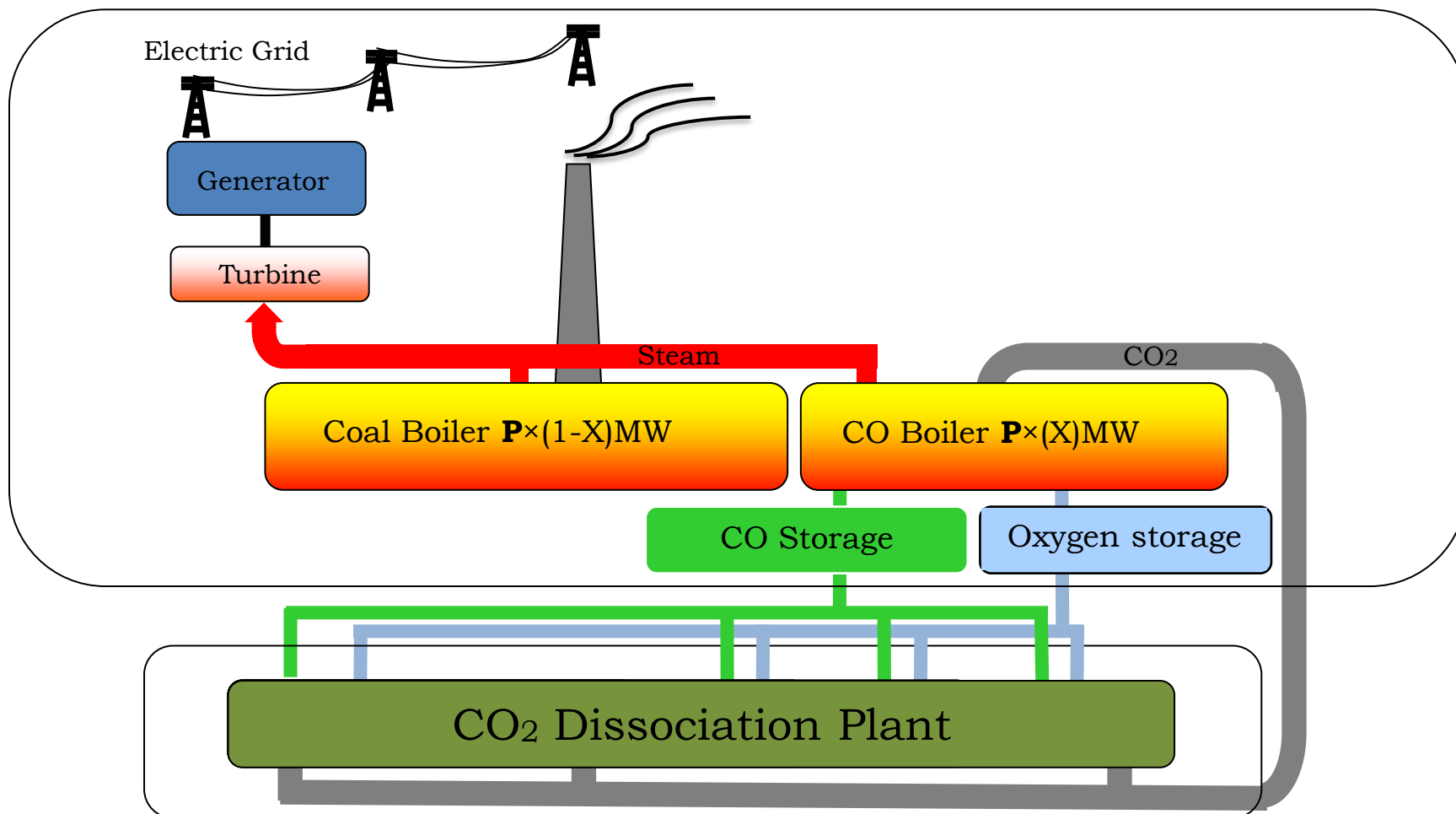
The Solution (Option I): Emissions Free Power Generation



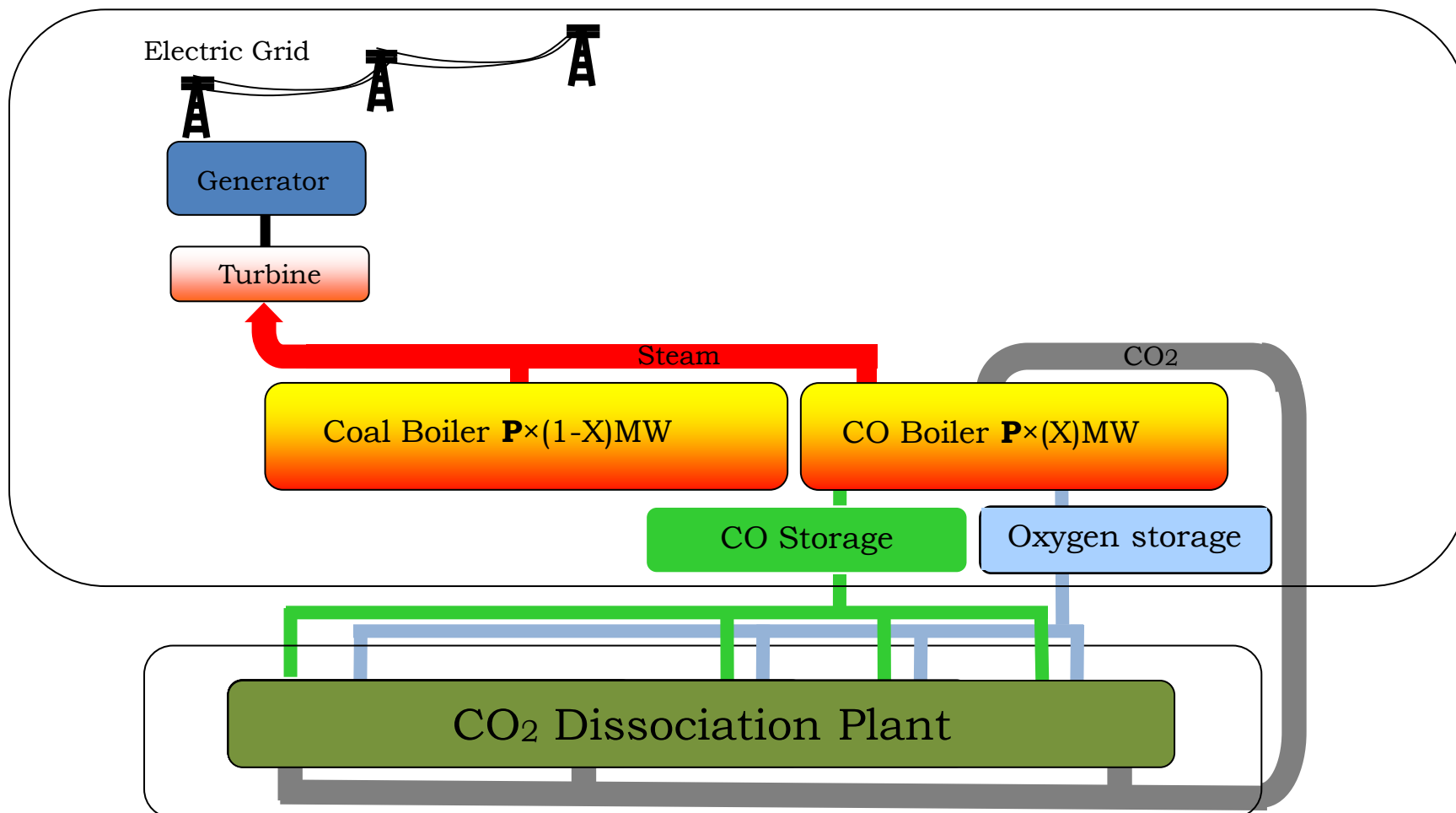
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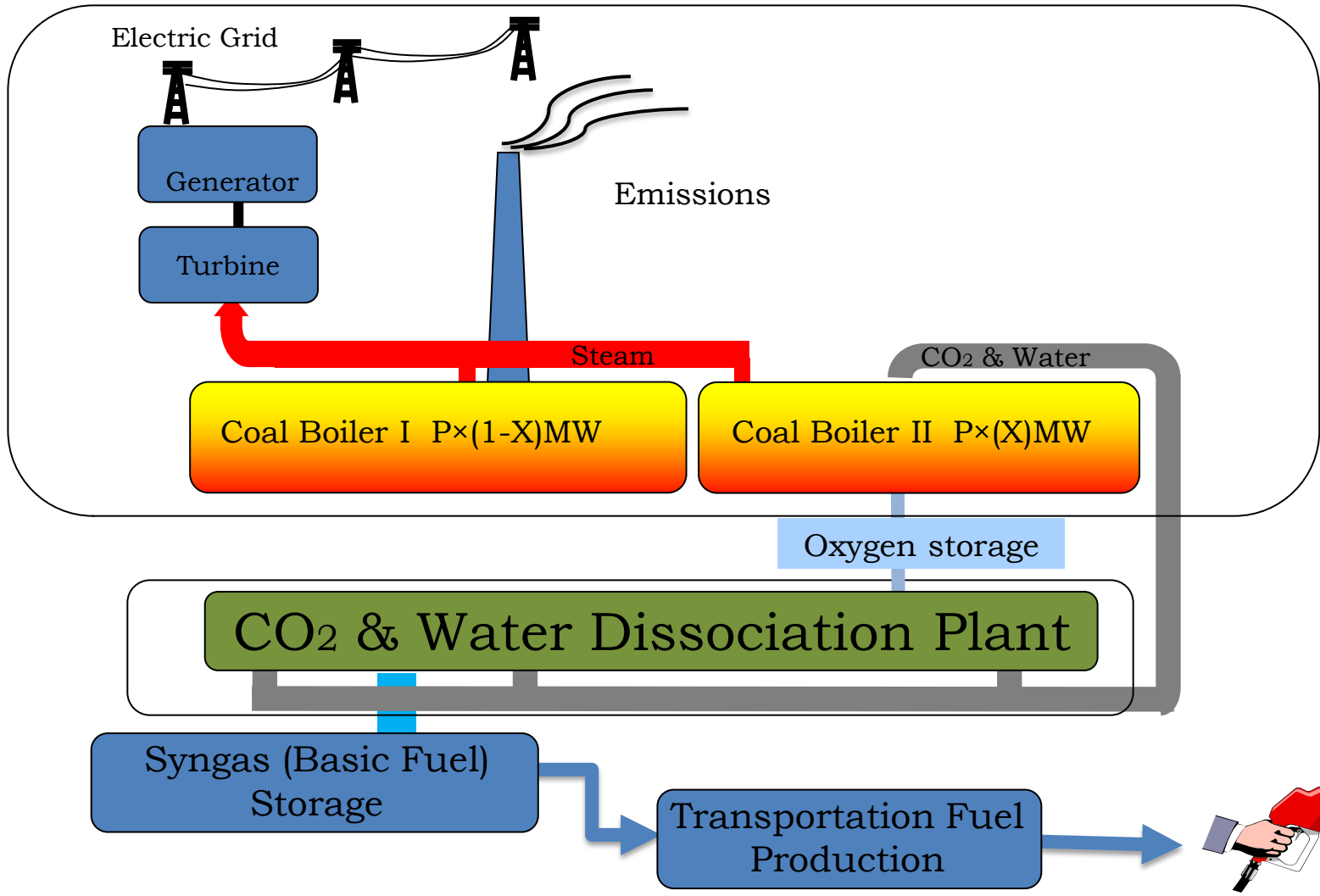


The Solution (Option I): Emissions Free Power Generation



The larger the CO₂ dissociation plant, the lower the carbon emission

The Solution (Option II): Clean Coal Burning & CO₂ Conversion to Fuel



New CO₂ Fuels

The Technology

- 8 years of research leading to a laboratory proven, patent protected technology
- Originating from the laboratory of Prof. Jacob Karni at the Weizmann Institute of Science in Israel
- Commercialization program in collaboration with Erdi Fuels Pty Ltd and Greenearth Energy Ltd
- Next Step – a thorough field trial



New CO₂ Fuels



From Challenge To Opportunity

New CO₂ Fuels