

**FOR IMMEDIATE RELEASE  
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**4REFUEL CANADA CUTS 70 MILLION KILOGRAMS OF GREENHOUSE GAS  
EMISSIONS FROM THE CANADIAN ENVIRONMENT**

**“IMPROVES AIR QUALITY ACROSS THE COUNTRY BY DELIVERING ONE  
BILLION LITRES OF DELSEL FUEL!”**

Jack Lee, 4Refuel President/CEO announced, “Our company has reached an incredible milestone this summer. We have been in business for just over 12 years and this month we have delivered our One Billionth litre of diesel fuel. Roff Logistics, one of our long time clients was delivered the one billionth litre during of one of our regular refuelling visits to them in Cornwall Ontario.” The announcement was made from 4Refuel corporate offices in Langely BC. “According to Government of Canada Statistics for greenhouse gas emissions, our delivery services have eliminated 70 million kilograms of toxic emissions,” added Lee, “that works out to removing 13,300 cars from the road. The real winner here is the environment!”

“In our first year of operation we delivered less than one million litres of diesel fuel. This year we will deliver over 250 million”, Lee said, “We are a Fuel Management Company. Despite these huge quantities, our goal is to minimize our clients fuel consumption. Less fuel consumption means more efficiencies, better fuel economy and reduction in toxic emissions.” He adds, “Greenhouse gas emissions are a major factor in global warming, and one of the direct results of our Fuel Management Services is to cut emissions.”

4Refuel Canada Inc serves over 6,000 clients in Canada. The company was started in 1995 as a small regional diesel delivery company by Lee. “When we started all we wanted to do was deliver diesel fuel to clients to help improve efficiencies by saving time and wasted fuel by eliminating travel to and from refuelling stations. Next to labour, fuel is a company’s largest expense, and if it is not managed daily, the result is wasted fuel, time and money. Our clients realized the power of managing fuel consumption and how it impacts bottom line profitability, and our responsibility to the environment. Our focus shifted from being a fuel delivery company to a Fuel Management Company, and demand for our services grew, including biodiesel fuels. We are happy to have grown with our clients.”

One such client is Roff Logistics, who serves Supply Chain Management, the company responsible for all the warehousing and transport needs for Wal Mart Canada. Dale Peters is 4Refuel’s Ontario Regional Manager. He points out, “When we started serving Roff Logistics, they had five trucks. Today they operate 160 trucks in Mississauga and Cornwall, Ontario. One of Roff’s trucks received our one billionth litre of diesel fuel.”

“I had no idea we were the company to receive that recognition”, said Hugh Sanders, Roff Logistics Vice President. “When you think about it, that is an incredible number. That’s a lot of fuel delivered to clients. More importantly, that’s a lot of eliminated trips to the card locks. We would have to make 90 trips each day to refuel all of our trucks. Our fleet will use six million litres of fuel this year, and we save approximately \$80,000 a year because we use 4Refuel and no

longer have to make those trips. I can't imagine what that number would be for one billion litres. It would be enormous, and the emissions that are cut are huge too," concludes Sanders.

Lee continues, "We provide all the tools necessary for our clients to measure and manage their equipment's operation to maximize efficiencies. Our Fuel Management Online (FMO) delivers fuel consumption data to our client's desk top. In addition, 4Refuel's affiliate technology company, U-CON Systems Corporation ([www.u-con.ca](http://www.u-con.ca)) is dedicated to improving Fuel Management. For the first time companies have the ability to measure and manage fuel consumption and fuel efficiencies resulting in lower fuel costs and decreased fuel emissions. U-CON's Fuel Management Solutions include Positive ID which tracks fuelling, volume, date, piece of equipment and also identifies who is doing the refuelling. Telematics tracks engine performance such as idling, speeding, fast starts, driving habits and engine maintenance service indicators. Everything we do helps our clients manage all aspects of fuel consumption and risk management. Our drivers undergo regular training to earn a Certified Refuelling Professional (CRP) certification. Our best practice policies reduce the number of fuel spills eliminating costly clean ups and harm to delicate ecosystems."

Looking to the future Lee says, "We will continue to invest in new technology to enhance our Fuel Management Services and more companies will switch to biodiesel fuels. Our goal is to further cut our clients fuel consumption and reduce toxic emissions protecting the environment. By reaching our One Billionth litre of fuel only reinforces what we are doing and shows us that our clients are enjoying the benefits of 4Refuel's Fuel Management Services and we are growing together."

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