

FOR IMMEDIATE RELEASE
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EARTH DAY HONOUR ROLL

CANADIAN COMPANIES RECOGNIZED FOR REDUCING GREENHOUSE GAS EMISSIONS

LANGLEY, B.C - Together, they have helped reduce Greenhouse Gas (GHG) emissions by over 18 million kilos since last Earth Day. And the list includes companies in the construction, earth-moving, fleet, transport, rail and marine industries that are using Canadian-made technology that saves money too.

Businesses are feeling the profit crunch from higher fuel prices. But not all of them are suffering. Many have lowered their fuelling costs through fuel management technology. Moreover, they have increased their productivity and reduced their GHG emissions through more efficient fuelling methods. Fuel management is a rapidly expanding sector but still a relatively new concept.

The leading developer of fuel management technology is Canada's very own 4Refuel Ltd. A pioneer and creator of what may be the most sophisticated fuel management technology in the world. 4Refuel CEO, Jack Lee says, "Helping clients measure fuel consumption makes good business sense and adding the ability to measure and control GHG emissions, well that just makes good common sense."

"Last year we helped our clients save over \$20 million dollars in refuelling costs; and eliminate 17.5 million kilograms of greenhouse gases from being spewed into the air we breathe." In fact since the company started in 1995, 4Refuel has helped cut 72 million kilograms of pollutants 4Refuel is also Canada's largest onsite Biodiesel supplier – delivering custom blends of the clean air fuel to customers across the country. Biodiesel improves engine performance, lengthens engine life and greatly reduces GHG emissions.

One common opinion is that the cost of "going green" is expensive. Lee disagrees, "Fuel Management does not add to bottom line expenses. It saves our clients money." He explains, "Each year we calculate the volume of pollutants our clients have avoided emitting through our fuel management program. We combine their fuel savings with Statistics Canada emissions data to calculate the total emissions that have been eliminated. And the results are quite impressive. By using our onsite fuel service alone, clients can reduce their fuel consumption by thousands of litres. And at a buck a litre – the savings add up."

"Concern for the environment is a global concern for all people, but the biggest impact has come from concerned corporations who have cut millions of kilograms of pollutants by better fuel management practices," says Lee.

This coming Earth Day (Tuesday April 22nd, 2008) 4Refuel will salute the efforts of thousands of companies who have made a lasting impact on the environment. The company will be awarding certificates of recognition—(green merits) to its clients who have deservedly earned a place on the 4refuel honour roll.

Here are a few examples of what has been accomplished:

The TDL Group (Tim Hortons) has been a client of 4Refuel's since 2001 and will be recognized on Earth Day having helped to cut greenhouse gas emissions because of better fuel

management. The company utilizes 70 trucks and 120 trailers, all served by 4Refuel. With over 2.5 million litres of fuel consumed each year, TDL has cut consumption this past year saving an incredible 69,000 kilos of emissions. Mark Mostacci, National Safety, Compliance and Training Officer for TDL Group is responsible for the company's fleet and fuel management. In addition to the lowered emissions he estimates 4Refuel has improved productivity and production opportunities by over \$300,000 per year with an increase in 187 man-hours per week.

Miller Waste Systems helps improve the urban landscape with efficient waste removal operating trucks and equipment in Ontario. With the assistance of 4Refuel, the company manages approximately 4million litres of fuel. Ron MacKinnon, Corporate Operations Manager says, "We have become accustomed to the convenience, time efficiency, and increased productivity, by having our trucks refuelled each evening by 4Refuel. Our administration staff has been able to track fuel more effectively, by using the Fuel Management Online System." The company has been using effective fuel management systems since 2002 and will be recognized by 4Refuel for eliminating almost 73,000 kilos of greenhouse gases this year.

4Refuel's Honour Roll lists companies of all sizes who have made a difference to the environment, regardless of their fuel needs. **Jayway Distribution Limited** serves Neilsen Dairy and consumes slightly less than one million litres of fuel each year powering its 45 trucks and trailers. "We have found 4Refuel to be a perfect fit for our business," says Dave Blair, Distribution manager. He estimates 4Refuel has saved over \$100,000 in annual labour savings and has helped reduce toxic emissions because of better fuel management by 57,000 kilos.

Olympic Wholesale Co. Ltd. has been using 4Refuel since 2005. Bob Haliburton, Operations Manager, manages approximately 385,000 litres of fuel for the company's 10 trucks and 9 trailers. He says, "We calculate \$25,400 in annual labour savings and 20 minutes per driver per day of productivity gains. We can't put a price on the convenience and high level of service." Based on Olympic's improved fuel efficiency they have cut toxic emissions by almost 30,000 kilos this past year.

Rod Sparkes, Warehouse and Delivery Supervisor at **Unisource Canada Inc.** manages fuelling needs for 25 trucks. The company has been using 4Refuel since 2003. He says. "We find the benefits of this service to be very cost effective...our drivers are better utilized as drivers and the fuelling of trucks is better left to the experts in order to avoid spill hazards, wasted fuel and wasted time" With an estimated saving of over \$30,000 in annual labour savings the company also eliminated 6,831 kilos of pollutants from the atmosphere. For more on 4Refuel's Earth Day Client Awards, go to: www.4refuel.com

4Refuel labels itself as "The Leader in Fuel Management." The company combines on-site diesel delivery service, fuel consumption data and new technology to help its clients cut costs and reduce fuel consumption. When fuel is delivered directly to equipment at job sites it eliminates trips to fuelling stations saving time and precious fuel. With unique proprietary software 4Refuel measures fuel consumption by each piece of equipment to further cut wasted fuel. With regular fuel management each client can save thousands of litres of fuel each month thus cutting pollutants and costs.

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