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San Carlos City Officials Tour Pure Energy Group's Groundbreaking "Rebrewable" Energy Project at Devil's Canyon Brewery

*Facility is First ever of its kind in the Nation to be Constructed and Operational in an
Urban Setting*

SAN CARLOS, Calif. (May 14, 2014) – Pure Energy Group (PEG) offered a sneak peak of its revolutionary waste-to-energy facility to city officials at Devil's Canyon Brewery today, company officials announced.

More than a dozen city officials, including the Mayor, Vice Mayor councilmember's and planning staff, toured the project, which converts brewery waste, including spent grains and more, into bio-gas to run the brewery. It is the first project of its kind to be permitted and operational in an urban setting.

"We wanted the city to be the first to see this project given San Carlos' leadership creating a sustainable community and its phenomenal support in permitting the facility to make it a reality," said Brandon Julian, CEO of Pure Energy Group. "By the time we are fully operational later this summer, Devil's Canyon will have the ability to generate power 24/7 while reducing its organic waste by as much as 70 percent."

PEG's high-rate anaerobic digestion system offers the ability to convert ordinary organic waste byproducts such as food and food processing waste, brewery waste, and other organic urban waste into on-site renewable energy through the use of patented technology developed at Utah State University.

"The tour really opened some eyes about the endless opportunities our technology represents to reduce the amount organic waste going into local landfills," said Julian. "Beyond breweries and food processing industries, we envision our scalable systems benefiting technology campuses with large cafeterias, University campuses, military bases, hospitals, correctional facilities and anyone else that generates a large amount of organic waste."

Julian also said PEG will be monitoring the system in the coming months to quantify the cost savings to Devil's Canyon and the environmental benefits of reducing waste.

“By providing this technology, we intend to show that our system provides a viable way to boost sustainability programs in communities worldwide,” he said. “We believe we have developed a real game changer with our technology when it comes to generating renewable energy from organic waste.”

To arrange an interview with PEG and learn more about their waste-to-energy system, please contact Stevan Allen (stevan@allenstrategic.com) or Ashley Clark (ashley@allenstrategic.com).

About Pure Energy Group: *Pure Energy Group is a Utah-based renewable energy company that engineers, designs and builds complete turnkey anaerobic digestion systems that use the patented Induced Bed Reactor technology. The company assists processors in the following industries to harness energy from organic waste: malting and brewing; wine and spirits, dairy and cheese; juice and beverage; food, vegetable and fruit; meat and poultry. For more information, visit us at www.pureenergygroupplc.com*

About Devil's Canyon Brewery Company: *Devil's Canyon Brewing Company, located in the heart of the San Francisco bay area peninsula, produces award-winning, handcrafted beer and root beer centered on the most premium ingredients. Prior to the 1780's the canyon portion of Belmont and San Carlos was known as "la Canada del Diablo" or Devil's Canyon. Since opening its doors in 2001, Devil's Canyon Brewery has won over 35 awards for our craft beers and received the 2009 "People's Choice" award at the San Francisco International Beer Festival and in 2013 was voted favorite Bay Area Brewery by SF A-List readers. Visit www.devilscanyonbrewery.com for more information and all the latest news.*

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