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Pure Energy Group Joins Bioenergy Association of California

Company Officials Announce Plans to Unveil Revolutionary Waste-to-Energy Facility in California this Summer

Sacramento, CA (May 30, 2014) – As a precursor to the unveiling of its landmark waste-to-energy project later this summer, Pure Energy Group (PEG) today announced it has joined the Bioenergy Association of California (BAC), the state’s premier bioenergy organization.

PEG has spent the past year building the nation’s first waste-to-energy facility of its kind to be permitted and operational in an urban setting, company officials said. The system – located at Devil’s Canyon Brewery in San Carlos, California – converts organic brewery waste, including spent grains and more, into bio-gas to run the brewery.

“As we prepare to showcase this revolutionary technology to businesses, local government and the media, we felt it was critical to associate ourselves with leaders in the bioenergy community,” Brandon Julian, PEG’s CEO, said about the decision to become a BAC member. “Our patented technology provides extensive opportunities for how our society can more effectively reduce the amount organic waste going into local landfills.”

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.

By the time the system is 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, he said.

“We’re excited that Pure Energy Group is joining our ranks,” said Julia Levin, Executive Director of the Bioenergy Association of California. **“California is emerging as a leader in promoting new technologies like PEG’s that convert organic waste to renewable energy and fuels. Projects like PEG’s**

benefit the environment, create jobs, reduce landfilling and provide clean, sustainable energy. I congratulate PEG on this exciting project and look forward to many more in California.

Julian said that PEG's technology has applications that go far 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 any other enterprise that generates a large amount of organic waste," he said.

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.

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.pureenergygroupllc.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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