

**PurposeEnergy Selected by AlwaysOn as a GoingGreen Top 50 Winner**  
*Recognized for creating new opportunities in green technology.*

**Arlington, MA, February 22, 2010** – PurposeEnergy, Inc., a manufacturer of renewable natural gas, announced today that it has been chosen by AlwaysOn as one of the GoingGreen East Top 50 winners. Inclusion in the GoingGreen East 50 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. PurposeEnergy was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.



PurposeEnergy and the GoingGreen East Top 50 companies will be honored at AlwaysOn's GoingGreen East event on March 8<sup>th</sup>, 2010, at the Four Seasons Hotel in Boston, MA.

This two-and-a-half-day executive event features CEO presentations and high-level debates on the most promising emerging green technologies and new entrepreneurial opportunities

“The GoingGreen East Top 50 winners have excelled in key strategic areas in the global clean energy technology markets,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and systems that are driving the next phase of greentech innovation and transforming the biggest industries on earth.”



The GoingGreen East 50 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2010 list.

PurposeEnergy has been recognized for advancing sustainability in the fermented beverage industry. The company offers the only solution that specifically addresses both the emerging byproduct and energy issues for beer brewers. PurposeEnergy's pretreatment facilities are engineered to convert

spent grain, spent yeast, and other byproducts from the beer brewing process into renewable natural gas that can fuel the host brewery.

A full list of all the GoingGreen East Top 50 winners can be found on the AlwaysOn website at:

<http://alwayson.goingon.com/permalink/post/34471>

“Recognition from an organization as prominent as AlwaysOn helps to validate PurposeEnergy’s ambitions,” says Eric Fitch, President and CEO, PurposeEnergy. “We have to keep our eye on the ball, though. The most important validation is expected later this year when our first industrial scale facility is scheduled to go online.”

### **About PurposeEnergy**

PurposeEnergy makes beer sustainable. PurposeEnergy’s Biphasic Orbicular Biodigester™ system can substantially reduce or eliminate the cost of byproduct remediation and supply a profuse amount of renewable, carbon neutral bioenergy to the brewing operation.

*Saving the Earth. One Beer at a Time.™*

### **About AlwaysOn**

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn’s preeminent executive event series includes the Summit at Stanford, OnMedia, OnHollywood, OnDC, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen, GoingGreen East, and GoingGreen Europe. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.

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