



PACIFIC
BIODIESEL

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PACIFIC BIODIESEL NAMES NEW MARKETING ASSOCIATE

Pacific Biodiesel announces the addition of Joel Martin to its marketing team at the Sand Island facility on Oahu. Martin will play a key role in executing the company's marketing strategy and helping to promote and expand community-based biodiesel in Hawai'i through online and offline channels.

Martin moved back to Hawai'i from Washington State to assume his new role. He and his wife lived on Oahu for 5 years while he received his communications degree and worked for JW Marriott at Ko'olina. Most recently a marketing consultant for a CBS affiliate in Washington, Martin has multi-media experience and brings a new level of expertise to Pacific Biodiesel.

"Working for Pacific Biodiesel is a dream come true -- advancing the clean, renewable fuel cause, and being a part of the Hawai'i community again!" Martin commented.

"Joel brings enthusiasm and technical savvy to the position," noted Marketing Director, Beth Mathias. "We're excited to welcome him to the team."

Recognized as a renewable energy leader by local, national and international organizations, Pacific Biodiesel's processing plants continue to produce and sell quality fuel throughout the country. A recent recipient of the 2011 Green Jobs Award, the Company has supported 85 construction jobs in the current phase of its newest plant, Big Island Biodiesel, scheduled to open in 2012. For more information on Hawai'i's only commercial biofuel producer, visit www.biodiesel.com.

See photo attachment.

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