

NEWS FOR IMMEDIATE RELEASE

**Renewable Energy Leader
Selects Pratt & Buehl
To Handle Global
Market Communications**

ATLANTA, February 14, 2008... With the objective of positioning themselves in a leadership role in the rapidly emerging international market for renewable biomass energy, Green Circle Bio Energy has named Pratt & Buehl as their agency of record. Green Circle is presently building the world's largest wood pellet biomass plant in northern Florida.

Cited in the announcement was Pratt & Buehl's vast experience in energy markets and issues. The first step in the global recognition campaign will focus on the European power industry, where wood pellets are already accepted form of alternative fuel. In the North American market wood pellets will be positioned as a supplement to coal, providing a means to significantly reduce CO₂ emissions.

Green Circle Bio Energy is part of the JCE Group which is headquartered in Gothenburg, Sweden and is a major player in numerous energy, engineering and industrial markets.

Pratt & Buehl is globally recognized for creativity and effectiveness in business-to-business advertising. The agency has a history of achieving record-setting results for clients in terms of recognition, responses and preference. Pratt & Buehl is prominent in the fields of power and energy, chemicals, engineering/construction, IT, automation, automotive and paper and packaging.

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