

NEWS

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NearBio Launches NEEDBIO.COM to Map Unmet Regional Biodiesel Demand

Free nationwide registry connects local consumer interest in biodiesel with US biodiesel suppliers to meet increasing biodiesel demand and to accelerate adoption.

Nevada City, Calif.-- (BUSINESS WIRE) — June 12, 2007 — NearBio, inventor of the first alternative fuel locator tailored for mobile devices and author of the comprehensive, daily-updated and geocoded NearBio biodiesel location database, announced today the establishment of NEEDBIO.COM: a free registry that links local consumer demand for biodiesel with suppliers serving their area.

"By giving biodiesel consumers a voice, and giving biodiesel suppliers the needed data to optimize their delivery of biodiesel, NEEDBIO is taking a major step forward in accelerating the US adoption of biodiesel in the most efficient way," said Lisa Hull, VP and Co-Founder. She added, "With this website, the local demand for biodiesel blends will be documented, tracked, and promoted, and made available to the entire US biodiesel supply side community. This will ensure optimal and rapid provisioning of biodiesel fuel to the regions of greatest interest."

NEEDBIO tracks several key attributes relating to each consumer's interest: vehicle type (e.g. automobile, commercial truck, or agricultural), number of vehicles (useful for fleets), estimated miles/gallon, annual miles, proximity preferences, zip code, desired blend, and optional comments/details. As well, the website allows consumers to express their future interest in purchasing a diesel vehicle, if biodiesel were to become available in their locale.

"The ability for a supplier to have accurate market data about regional biodiesel demand is of critical importance in determining when and where to expand operations," said Gavin Carpenter of SeQuential Biofuels. He added, "And just as important is the ability to understand trend data over time, and details about blend requirements, fleet usage, and individual consumer comments. We are thrilled NearBio has created NEEDBIO as a single, nationwide repository for consumer biodiesel demand."

"With over 70 stores across South Carolina, the NEEDBIO data should greatly enhance our ability to meet the needs of our customers interested in biodiesel, and deliver on our corporate promise of 'Making Life Easier'," said Stewart Spinks, Founder and CEO of The Spinx Company.

Upon the number of database entries becoming statistically significant, reports and graphs will be available to suppliers, indicating regions of substantial interest, as well as trend statistics. To ensure maximum accuracy, only one entry per email address will be permitted, and email confirmation of each submission is required.

"Given the size and population of Texas, it is important for us to understand the regions of greatest interest so that we can properly strategize our growth and expansion, and the NEEDBIO data can definitely help us with that," said Jeff Plowman, VP Marketing and Business Development, Safe Renewables Corporation.

A key feature of the service is for consumers to be automatically notified upon the availability of a biodiesel retail location meeting their requirements. Because NearBio maintains the most comprehensive list of US biodiesel stations (updated daily), NEEDBIO leverages the dynamic, daily-updated NearBio database to automatically send an email to registered consumers upon the opening of a new biodiesel retail location that meets their criteria. This also benefits suppliers because potential customers are automatically notified and hence sales are accelerated.

Ms. Hull concluded, "NEEDBIO was created to meet the needs of consumers who expressed frustration with the lack of biodiesel availability in their area. With NEEDBIO, we have provided the simplest way to convey their biodiesel interest to the entire supply chain that can address their needs. It takes only 60 seconds to register and can have significant and timely impact on their ability to use alternative fuels, reduce greenhouse gas emissions, create jobs, and diminish dependence on foreign oil."

About NearBio

NearBio (www.nearbio.com) is operated and invented by WHDC LLC, Nevada City, CA. NearBio enables mobile phone users (and computer users) to find the nearest biodiesel fueling locations based on city, zip code, or GPS coordinates. The comprehensive national database of over 1400 **individually verified** locations is updated daily and is complete with driving directions, hours, payment options, blend information (where available), price information (where available), and GPS coordinates (using the GPX format).