

Waste2Tricity appoints new managing director

London, 12th November 2009 – Waste2Tricity is pleased to confirm the appointment of John Hall as managing director, having joined as a consultant to Waste2Tricity in 2008. John has a long and successful marketing and commercial management track record spanning 27 years.

He will help direct Waste2Tricity through the next wave of growth, delivering its business strategy as well as developing and managing day-to-day activities to deliver agreed objectives. Hall comments: “With 35% of baseload generation capacity coming off line by 2015, the UK is entering a period of criticality for electrical energy supply. While there have been a number of positive moves towards efficient and sustainable energy production, commercial-scale technology is on the cusp of making a significant contribution to UK electricity supply.

“This is a unique opportunity to lead a company in what will be one of the most important industries of the 21st century and I look forward to taking Waste2Tricity through its next phase of expansion.”

Established to implement the most efficient energy conversion process available, Waste2Tricity uses a unique combination of new generation alkaline fuel cells with plasma assisted gasification and other existing proven technologies. Most recently the company announced its appointment by Alter NRG, the owner of Westinghouse Plasma Corp, as its exclusive UK sales representative for its plasma assisted gasification technology. Hall was instrumental in negotiations for the agreement which covers all energy from waste (EfW) applications including the conversion into electricity of various forms of waste including municipal solid waste (MSW) as well as commercial and industrial, hazardous, agricultural, construction and demolition waste streams.

Waste2Tricity’s agreements with Alter NRG, and its exclusive rights to new generation alkaline fuels cells under development by AFC Energy plc, provide Waste2Tricity with a distinct advantage in the UK market. AFC Energy is an innovative producer of low-cost new generation fuel cells targeting waste hydrogen

in commercial applications. Alter NRG's technology is ideal for producing a hydrogen stream, from waste and other low value feedstocks, which is suitable as fuel for AFC's technology.

Waste2Tricity is in discussions with a number of potential end users and believes that key players in the energy and waste industries recognise plasma gasification as a commercially attractive alternative to direct combustion and conventional gasification, maximising energy gains from diverting landfill material and minimising environmental impact.

Most recently John has run HB Marketing, supplying marketing and management services to clients in a wide range of product sectors. Prior to that, he was marketing director for Sinclair Animal and Household Care Ltd.

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About Waste2Tricity

Waste2Tricity is a new British venture established to implement the most efficient energy conversion process available, – by intending to implement a unique combination of new generation alkaline fuel cells with plasma gasification and other existing proven technologies. The system will therefore have significant environmental and cost benefits over other methods of electricity generation. For more information, visit Waste2Tricity at <http://waste2tricity.com>

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