

New Strategic partnership opens up Spanish market to Ontario's waste-to-energy technology leader - Elementa

Niagara-on-the-Lake, Ontario (November 10, 2010) – Today, Jayson Zwierschke, President and CEO of the Elementa Group announced a strategic partnership with Spanish company, Biomass Green, to export Elementa's patented waste-to-energy technology to Spain and Portugal.

"There is an enormous demand for waste to energy technology world-wide," said Zwierschke.

"Developing strategic partnerships in key markets in eastern and western Europe, Asia, South America and the Caribbean is essential to ensure we meet the export potential of our technology."

Andy Merhi, President of Biomass Green said, "Europe is much further ahead of Canada in the waste-to-energy field, but Elementa's next generation waste-to-energy technology positions it to be a leader as that market continues to grow, expand and mature."

"Biomass Green has a tremendous advantage in the Spanish and Portuguese market with Elementa's technology," Merhi went on to say. "We are very close to a deal with our first municipality in Spain to for all their municipal solid waste, and have received significant interest from two others. The potential is very real and the technology is the future of this sector."

Merhi and Zwierschke signed the deal at Elementa's corporate offices in Niagara-on-the-Lake Ontario yesterday. Merhi's visit to Canada to complete the strategic partnership included a visit to Elementa's pilot facility in Sault Ste. Marie.

The partnership with Spain's Biomass Green comes on the heels of the successful signing of a Memorandum of Understanding between the Island of St. Lucia and another of Elementa's strategic partners Island Green Energy to bring Elementa's technology to that Caribbean nation.

"With two Ontario projects also poised to move forward in Sault Ste. Marie and Norfolk County, we believe we are getting closer to our tipping-point," said Zwierschke. "The world produces so much waste. Even with aggressive recycling programs, there is so much left-over waste that should be used to create energy rather than wind up in landfill. Elementa's next generation technology is well positioned to meet that demand, cleanly and efficiently."

About the Process

Elementa Group Inc.'s steam reformation process uses a mature technology in a patented process to convert carbon-based materials into a green natural gas replacement (syngas). The process uses an oxygen deprived combustion-free environment, involving **absolutely no incineration**. The syngas is then used in a combined cycle electrical energy generation system to produce electricity.

Elementa's technology:

- produces no toxic dioxins and furans associated with incineration.
- is completely scalable

- creates distributed, base-load power
- significantly reduces greenhouse gases
- converts 98 percent of the waste volume leaving 2 percent as an inert aggregate
- supports the increasing public interest in environmental sustainability

About Elementa Group Inc.

Elementa Group Inc is a private Canadian Renewable energy company that has developed a patented waste conversion technology process that efficiently and economically converts all carbon-based materials (i.e. municipal solid waste) into clean synthetic gas. Elementa Group Inc. is headquartered in Niagara-on-the-Lake, Ontario www.elementagroup.com.

About Biomass Green

Headquartered in Madrid, Spain, Biomass Green is waste-to-energy technology provider in the Iberian Peninsula (<http://tinyurl.com/biomassgreen>). Exclusively using Elementa technology, Biomass Green focuses its efforts in market development with the identification of target markets to accelerate the installation of next generation waste-to-energy technology, and, in parallel, the classification of the waste-to-energy treatment under a favourable energy tariff.

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Contact Information:

Chris Jackson
Sustainability Leader
The Elementa Group
Office: 905-687-1900 ext. 223
Cell: 905-327-8725
Email: cjackson@elementagroup.com