

FOR IMMEDIATE RELEASE:

Abundant Energy, LLC. Appoints New President and CEO

Austin, Texas - October 13, 2011

The board members of Abundant Energy, LLC today unanimously elected Doug Burns as President and CEO.

Burns takes over for Kurt Knapton, who has held the positions for the last 3 years. Knapton resigned in order to assume the duties of President and CEO of E-Rewards, a Dallas-based online market research firm with over 1,200 employees on 3 continents. He will continue to actively contribute in an advisory role to Abundant Energy as a board member.

“This is an exciting and challenging phase of Abundant Energy’s growth” said Burns, who has served as CFO of Abundant Energy and President of its hydrokinetic subsidiary, New Water Energy, for the past 1.5 years. “Abundant Energy currently has not one, but two potentially game-changing product lines under development. We have a solid team with a culture of innovation and achievement. We are on our way towards capitalizing on considerable market opportunities, while improving the world’s renewable energy portfolio.”

Burns added that Abundant Energy is grateful for all the work done by his predecessor. “Kurt brought leadership to an idea; and now that idea is an innovative company. Abundant Energy will always be grateful for Kurt’s dedication during the start-up phase of our business.

Burns brings a solid background of leadership and experience, having worked as an energy portfolio manager for Reliant Energy and Entergy Power Marketing Corp., and running the power trading desk at CMS Marketing, Services and Trading as Vice President of Power Trading and Operations. He earned his bachelor’s degree in Economics from Baylor University, where he graduated Summa Cum Laude, before doing a year of graduate work in Economics at the University of Virginia.

Austin, Texas-based Abundant Energy, LLC. is a renewable energy company focused on the design, manufacture and deployment of innovative, reliable, clean energy technologies. Abundant Energy’s mid-sized, vertical-axis wind turbines are designed to reduce energy costs for municipal and industrial customers by generating power directly on the distribution side of the energy grid.

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