



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Aucterus Names Tom Katchmark as Regional Sales Director

Katchmark to manage and oversee East Coast sales for No_xBlue™ Diesel Exhaust Fluid produced by Aucterus

ARROYO GRANDE, Calif., February 10, 2010 – Aucterus, LLC, a leading provider of Nitrogen Oxide reduction solutions, today announced the appointment of Tom Katchmark as Regional Sales Director for the Eastern United States.

Katchmark now leads all Eastern U.S. sales efforts for Aucterus' No_xBlue™ Diesel Exhaust Fluid. Certified by the American Petroleum Institute (API), No_xBlue Diesel Exhaust Fluid is designed for use with Selective Catalytic Reduction (SCR) technology. No_xBlue meets ISO standards, breaking down harmful exhaust gases and decreasing nitrous oxide emissions.

“We are pleased to welcome Tom Katchmark to the Aucterus team,” said Mark Moore, CEO of Aucterus. “Tom’s vast expertise and knowledge of the automotive industry will undoubtedly serve as a significant asset while Aucterus continues to experience fast growth of its No_xBlue Diesel Exhaust Fluid products.”

Katchmark’s lengthy career has included successful sales management, business development, marketing and research positions for both the plastics and automotive industries. He has led significant sales efforts at General Electric, Cadillac Products Co., Basell Polyolefins, Osborn Industries, and Kruse North America, generating hundreds of millions of dollars in revenues. Katchmark graduated from Wayne State University with a degree in chemistry.

About Aucterus, LLC

Founded in 2009, Aucterus delivers environmentally sound products that reduce greenhouse gas emissions, and provide healthy and innovative changes in daily life. Aucterus' No_xBlue is a Diesel Exhaust Fluid (DEF) product that is certified by the American Petroleum Institute (API) for use with Selective Catalytic Reduction (SCR) technology. No_xBlue meets ISO standards for breaking down harmful exhaust gases and decreasing nitrous oxide emissions. Contact customerservice@aucterus.com or call 805-980-9526. Visit www.aucterus.com.

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