

Press Release Sample

May 2009

Press Release:

Green-R-U's looking to become a world leader

Green-R-U's announced today that even though their current main focus is to continue providing exceptional customer service, they are continuing to research ways to reduce fuel costs and to reduce green house emissions. They have just designed a preliminary study of a new organic fuel enhancement product from Canada.

This treatment has been used throughout the world with very positive results. It has been proven in many different applications to increase fuel efficiency, reduce harmful pollution and may increase the lifespan of equipment. This would translate into large savings for **Green-R-U's**. In fact, if the projections hold true it could save millions of dollars each year in reduced fuel surcharges.

Mr. CEO, president of **Green-R-U's** stated "even though our customers are benefitting from falling world oil prices right now, we will continue to evaluate methods to reduce costs while maintaining our environmental standards. After the rollercoaster prices of diesel this year, **Green-R-U's** dedication to reducing fuel costs has become even more important."

Mr. CEO went on to emphasize that "**Green-R-U's** will also measure the reductions in GHG (green house gas) emissions to discover if we can be the first _____ company in the world to exceed Kyoto standards. We are devoted to meeting and exceeding all environmental standards. **Green-R-U's** can be a true world leader"

He added "Shawn Coulter, the Enviro-Clean Fuel Additive representative for North America, is looking forward to proving to us the fuel enhancement additive will save money for **Green-R-U's** while reducing emissions."

Mr. Coulter added that in his experience the best way to begin a long-term business relationship is to prove to each customer the benefits before any commitments are made. "We ALL want this product to be the real deal and now **Green-R-U's** will have the opportunity to test it for themselves. **Green-R-U's** will be able to test the product using their own equipment without any financial risks."

The results of the testing will be ready in 6-8 weeks.

For further information: Contact: **Green-R-U's** liaison person