



Contacts: Robert Jaffe/Ron Neal
PondelWilkinson Inc.
Tel: 310.279.5980

ADVANCED REFINING CONCEPTS LAUNCHES CLEAN *GDIESEL*[™] FUEL PRODUCT WITH GOLDEN GATE PETROLEUM

- Manufactured Using ARC's Unique ClearRefining[™] Process, GDiesel[™] Requires No Modifications to Vehicles or Fuel Storage Systems -

RENO, Nev. – March 22, 2010 – Advanced Refining Concepts, LLC, (ARC), a privately held developer and manufacturer of proprietary motor and industrial fuels, today announced that it has signed a distribution agreement and commenced selling its inaugural clean fuel product, *GDiesel*[™], with Golden Gate Petroleum, one of the largest fuel distributors in Northern California and Nevada.

“This agreement signals the commercial launch of our first product, *GDiesel*[™], and is a transformational event for our company,” said Peter Gunnerman, co-founder of Advanced Refining Concepts. “The timing of our agreement could not be better, given the immediate worldwide need for environmentally friendly motor and industrial fuels that do not require decades of expensive research. Golden Gate Petroleum is a major distributor of diesel fuel and our association ensures that *GDiesel*[™] will reach a broad range of customers demanding a superior fuel product.”

Golden Gate and ARC will collaborate to increase awareness of the unique attributes of *GDiesel*[™], including ultra low sulfur, low cloud point and odorless and smoke- and soot-free combustion. *GDiesel*[™] is compatible with existing fuel storage and dispensing equipment and requires no modifications to vehicles or power generating equipment.

“We are excited to be working with ARC to launch this innovative diesel fuel product,” said Patrick O’Keefe, vice president of Golden Gate Petroleum. “*GDiesel*[™] is a clean fuel that is available today. The product uses a revolutionary refining system, allowing us to offer our customers a higher quality diesel product at a competitive price.”

The agreement calls for Golden Gate Petroleum to distribute *GDiesel*[™] produced at ARC’s current production facility in Sparks, Nev. until the completion of ARC’s larger 100,000 gallon per day Peru Heights facility. Golden Gate Petroleum will distribute the entirety of *GDiesel*[™] output from the Peru Heights facility, which is located in the Tahoe Reno Industrial Center nine miles east of Reno, Nev. and scheduled to open shortly. Golden Gate Petroleum will also supply the diesel feedstock for the

ClearRefining[™] process. Golden Gate intends to offer *GDiesel*[™] to customers primarily located in Northern Nevada.

Gunnerman said that with this agreement in place, the company will focus on expanding production of *GDiesel*[™]. The company has immediate plans to increase output in Nevada and identified strategic locations and potential partners in other regions of the U.S. for the company's *ClearRefining*[™] process.

The proprietary *ClearRefining*[™] process allows for pollution-free and cost effective conversion of natural gas and other biogases into ultra clean liquid motor and industrial fuels. *ClearRefining*[™] is a safe and efficient low temperature, low pressure closed-loop catalytic process.

About Advanced Refining Concepts, LLC

Advanced Refining Concepts (ARC) develops and manufactures fuels that produce cleaner emissions and more efficient combustion. ARC's products are manufactured using the company's proprietary *ClearRefining*[™] process that allows for pollution-free and cost effective conversion of natural gas and other biogases into ultra clean liquid motor and industrial fuels. Developed by Advanced Refining Concepts, *ClearRefining*[™] is a safe and efficient low temperature, low pressure closed-loop catalytic process.

Replacing traditional petroleum-based fuels with the company's domestically produced fuel products reduces greenhouse gas emissions and reliance on imported oil. The company's products, ***GDiesel*[™]**, ***GPetro*[™]** and ***GJet*[™]**, are compatible with existing fuel storage and dispensing equipment and require no modifications to vehicles or power generating equipment.

For more information visit www.AdvancedRefiningConcepts.com or www.ClearRefining.com.

About Golden Gate Petroleum

Golden Gate Petroleum, headquartered in Martinez, Calif., is an existing multi-branded wholesale distributor of fuel and lubricants. Founded in 1946, Golden Gate maintains and operates seven plant facilities located in Martinez, Hayward, San Jose, Richmond, Salinas, Brentwood, and Paso Robles encompassing tank farms, office space, and warehouses. Golden Gate Petroleum sells a number of products including bulk lubricants, diesel, race gas, propane, fuel oil, gasoline and biodiesel on a commercial/retail scale. The company currently services government, state and county transportation fleets, car dealerships, farmers, construction fleets and manufacturing companies, among others. Golden Gate Petroleum provides thousands of businesses with high levels of service and quality products.

For more information visit www.ggpetroleum.com.