



**nextalternative**  
a leader in renewable resources...

# NEWSLETTER

## Taking Things To The NEXT Level

Next Alternative is primed to begin a major surge. We have been planning diligently and are ready to kick things into high gear. We have recently brought new associates on board that will aid in our progress. First, we welcome Robert Koblovsky – a sales, marketing and business development guru. Bob will play an instrumental role in expediting NAI's IPO offering on the CNSX. Bob has had a long and successful career spanning the telecommunications, wireless and Information Security industries. Most recently he served as CEO of OSL Solutions delivering a Human Resources Management solution to the Public Safety market. Bob also worked for Telular Canada where he promoted wireless data solutions throughout North America at a time when wireless was not seen as a viable data network. He played a significant role in Telular's IPO on the TSX having assisted in raising three rounds of funding – both pre and post IPO. On that note, Bob has had a great deal of experience facilitating start-ups in Canada and the United Kingdom. His hands-on experience and proven success at positioning companies, leveraging their offerings, gaining exposure and creating substantial growth will serve Next Alternative well in the ensuing steps toward becoming an IPO.

We have also hired a highly educated and skilled in-house Chemical Technologist. Vladimir Vais received his Bachelors of Science in Chemistry from Technion – Israel Institute of Technology. He subsequently received his Masters and later his Ph. D in Organic Chemistry/Mass Spectrometry from the same institution. He has been a lecturer and demonstrator within a variety of courses at the abovementioned institute, as well as a Lecture Assistant in General Chemistry at the University of Ottawa. Vladimir has a long list of accolades and accomplishments including numerous awards such as: Canadian Government Laboratory Visiting Fellowship, Ottawa, Canada; Armin Meijere Prize for best lecture presented to graduate students, Technion, Haifa, Israel and the Scholarship of Distinction for graduate students, Haifa, Israel. Having Vladimir on staff means that NAI will now have the ability to acquire and provide the required data in regard to the breakdown and documentation of the formulas critical to our mission.

Next Alternative's Lithium Ion battery technology is poised to assist in the evolution of transport energies. With more rulings in favor of adhering to the emissions standards set by the EPA, the transportation industry must figure out ways in which to comply. This could mean that identifying new sources of energy other than diesel will become increasingly imperative. Over 95% of America's commercial trucks and busses, as well as a large percentage of ships, ferries, locomotives, tractors, etc, run on diesel engines. That translates to extremely high levels of nitrogen, hydrocarbon and carbon monoxide output – all which pose an immediate danger to our environment. NAI's Lithium Ion batteries hold tremendous possibilities in creating cleaner, more efficient means of transport energy.

# FUEL FOR THOUGHT

## Next Alternative's "NAI-Fuel" is Set to Make a Major Impact

As mentioned, the EPA has begun handing down stricter regulations regarding emissions. Many industries are scrambling to find alternative means of energy in hopes of complying. Next Alternative has been researching and testing an alternative fuel source that has already proven to meet or exceed those requirements and costs 30% less to produce. Emulsion Fuel, what we call NAI-Fuel, is a mixture of 60% petroleum, 40% water and a minuscule amount of stabilizing agent. Yielding a completely new type of fuel, this formula could seriously be the first viable alternative to diesel fuel.

The implications of NAI-Fuel are broad and far-reaching. NAI has already identified several industries that will find this emerging energy source to be a saving grace. For instance, recently there has been a surge in the closings of electrical power plants across the United States and Canada. Increased costs of fuel, the costs associated with production of electricity and most importantly the costs of bringing these plants up to code have become a huge problem. Plus, the levels of pollutants that are released while producing electricity continue to be a major issue. Retrofitting existing plants is incredibly cost prohibitive, making compliance nearly impossible. Next Alternative sees its NAI-Fuel as an alternative that will not only meet the EPA requirements, but will also save these plants money.

Similar to the problems that electric power plants are experiencing are other large entities such as municipal authorities, hospitals, universities and other facilities which rely on diesel engine generators for power. Again, retrofitting for compliance – raising stacks, installing better air pollution control systems and monitoring systems appear to be fiscally infeasible. All these factors are leading to the realization that diesel fuel is becoming more and more impractical.

There is no more getting around these requirements. Compliance is becoming even more strictly enforced and must be adhered to or serious infractions will be served. Next Alternative is poised to offer these and numerous other industries a truly solid solution. NAI-Fuel holds such promise for the continued operation and longevity of these and future institutions and for the future of power in general. A fuel source that is cleaner, more efficient, allows compliance and costs considerably less to manufacture – how exciting is that!

Next Alternative is pleased to report that it is closing on its new plant in Battle Creek, Michigan this month. Look for it to be fully operational by 2<sup>nd</sup> quarter 2011. It will serve as the primary facility where NAI-Fuel machines will be manufactured and laboratory research and development of fuel and fuel additives will be performed. The 35,000sf building sits atop an 8.5-acre parcel of land and we have purchased an adjacent 5.5-acre parcel with thoughts of future expansion. For immediate purposes, NAI's Akwesasne plant is up and running.

## About Next Alternative

Next Alternative Inc. is a break-through company paving the way in the global effort to discover alternative means of energy.

Understanding the need to reduce the demand for fossil fuels, Next Alternative is pioneering new methods that provide eco-friendly solutions. Poised on the cutting-edge of new green technologies, Next Alternative strives to develop and offer products that meet the challenges of our new economy.

With the belief that this new market will propel achievements within world transportation, Next Alternative stands as an innovator - bringing existing technologies together and melding them to meet future demand.

Next Alternative is a new publicly traded company on the Frankfurt stock exchange.



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# Get Plugged In

## News around the industry



### White House Pushes for Broader EV Acceptance

According to the Detroit Free Press, the Obama Administration recently announced several proposals designed to boost sales of plug-in electric vehicles. The White House wants to adopt a \$7,500 rebate for EVs in lieu of a tax credit. It also wants to push a \$200 Million grant program for communities which install EV infrastructures such as charging stations.

President Obama would like to facilitate achieving the goal of putting one million EVs or other advanced technology cars on the road by 2015. He and his administration desperately want to reduce the country's dependence on foreign oil.

The rebate will make purchasing an EV easier and more attractive to consumers. The grant will allow cities to develop the means of servicing the cars and their operators.

These proposals will be included in Obama's budget and await approval by Congress.

**Stock Quote –Feb. 01, 2010**  
**Frankfurt Exchange: .40 Euro**  
**XETRA Exchange: .40 Euro**  
**NASDAQ: coming soon**  
**CNSX: coming soon**

