



nextalternative
a leader in renewable resources...

NEWSLETTER

AND AWAY WE GO!

Each January, Next Alternative takes time to thoughtfully evaluate the year that has just passed, in order to devise its new plan of attack for the year to come. We look at what worked well and what could have worked better. We pay close attention to the industry's climate and direction to find the best opportunities to capitalize on, keeping NAI at the forefront of exciting new technologies and discoveries. We also identify prime outlets and avenues that will allow us to further implement our services and products deeper into the framework of the alternative energy push.

In 2011, one of our major focuses will be on Emulsion Fuel. Em-Fuel is water and petroleum blended on a sub-micron level. At NAI, it is a mixture of 60% fuel, 40% water and a miniscule amount of stabilizing agent. This concoction yields a completely new fuel that currently exceeds all EPA emission regulations and costs less than 30% of the same amount of pre-processed fuel. One big reason that Next Alternative believes Em-Fuel is going to become extremely important is due to the current state of affairs at power plants throughout Canada and the United States.

There is a common theme being played out on a rapid basis amongst power plants. In short, they are closing down or are scheduled to close down much earlier than originally anticipated. The costs associated with producing electricity from fossil fuels are on a steady rise. Fuel costs and the transportation of fuel to the plants is an issue. Waste management is a factor. Operating costs of plants is also a burden. Then, add in the costs that are incurred by these plants in order to ensure that the environment is kept safe from subsequent pollutants. The EPA has been examining power plants to see if they comply with its rules and regulations. Many plants are not in compliance and are realizing that they will not be able to afford the necessary adjustments in order to satisfy the emissions requirements set forth. The cost of retrofitting existing plants is turning out to be fiscally unfeasible, so a great number of power plants have or will soon be shuttered.

In a matter of speaking – Next Alternative can save these plants. Enter Emulsion Fuel technology! This will undoubtedly revolutionize the efficiency of our fuel output in the world. It will give power plants and other smaller energy manufacturers an alternative means to continue to produce energy at much cleaner levels and at lower costs. NAI is also looking into building its Em-Fuel machines directly into gensets, which are basically stand alone generators located in close proximity to the end user. When the cost of production of energy is lowered, so many extenuating circumstances derived from that production are made more manageable.

Next Alternative is always researching and reviewing what is going on around the world as it relates to energy. The cost of energy is directly correlated to the cost of almost everything we do or buy. Just think about what it takes to get food to our tables. There is the cost of fueling the machines necessary to plant and harvest crops, the cost of keeping them healthy with fertilizers and pesticides and the cost of the fuel necessary to run the trucks that deliver the crops to the store. By the time they reach our table, foods have endured many added costs which are passed on to us – the consumer. So you can see, by finding alternative means of energy we are likely to reduce a variety of subtle, but impactful expenses that appear in many aspects of our lives. Not to mention the fact that we are giving our planet a better chance for survival. Next Alternative is very excited about the prospect of what is to come in 2011. We intend to play an integral role in the direction of the industry and hope that you will come along for the ride. So let's go!

Get Plugged In

News around the industry



2011 To Be a Major Indicator of What is to Come For EVs

According to a new report conducted by Pike Research in conjunction with hybridcars.com, this year will prove to be extremely important for the Electric Vehicle market. As EV rollouts begin, much attention and scrutiny will be paid to this next wave in green transportation. All eyes will be glued to see if these vehicles can actually stand up to consumer expectations. As more drivers begin to have first-hand exposure to plug-in and hybrid cars, we will find answers to the many questions still looming in regard to how viable and effective EVs can be.

According to the report, most 2011 users will not actually own an EV. They will wind up behind the wheel or as a passenger thanks to car fleets, car share programs and taxis. Avis, Hertz and Enterprise car rental companies are all incorporating EVs into their fleets. Chevrolet will offer its Volt through friendly lease terms in order to broaden consumer awareness.

With the installation of public charge stations, the "range anxiety" that is currently an issue for potential EV drivers will deplete. Charging stations will soon be found in mass outside restaurants, along highways, at gas stations, etc. Drivers will begin to feel more comfortable knowing that they have access to chargers in nearby, familiar and convenient places. In addition, as they become more attuned to how their car operates within the framework of their lifestyle, they will understand more readily when it's best to recharge. Still, most charging will be done at home alleviating the stress of out-of-the-way recharging.

2011 will see further research into fuel cell vehicles. Toyota, Daimler, Hyundai and GM have all committed to produce these vehicles for consumers by 2015 or earlier. Several companies are already producing these cars. Daimler recently began leasing its B-Class fuel car and has agreed to produce 70 for California out of a global fleet of 200. Getting these vehicles on the road is a major milestone and indicator of how serious auto companies are about fuel cell technology – which has had its share of question regarding credibility.

The advanced battery category which has been among the most active in private and public research funding over the last few years, will continue gain momentum. More than a dozen lithium battery chemistries are already in development. In 2009, the American Recovery and Reinvestment Act (ARRA) provided more than \$1.5 billion for energy storage research. Now some of these technologies will soon be ready to move from the lab to the plant.

The EV industry is poised at a very exciting time. 2011 will truly be a pivotal year in which proponents and naysayers alike will have much to discuss. Sure, there will be some negative press when a poor EV driver gets stranded along a lonely, dark road. But for the most part, it appears that these alternative modes of transportation will finally have their day in the sun.

*You can read the report in its entirety at pikeresearch.com

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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How Did Fossil Fuels Get Their Name Anyway?

The story goes WAY back!

Fossil fuels is the umbrella term used for nonrenewable fuel sources created organically roughly 300 - 400 million years ago. They are named so because they are formed from dead plant and animal matter that was placed under intense pressure and heat and were preserved in the earth's crust.

The three most common fossil fuels are coal, oil and natural gas. Coal is formed from dead plants and trees that sank to the bottom of swampy areas. Layers were formed which turned into soggy material called peat. As the earth's surface changed, sand, clay and other minerals from rivers and oceans fell onto the peat. Sedimentary rocks then formed over that and their weight caused pressure which subsequently squeezed water out of the peat. This "dry" peat was buried deeper and deeper from material that fell on top it and came into contact with heat from the earth. Scientists believe that the heat is what turned the material into coal.

Like coal, oil and natural gas are formed from dead organisms, pressure and heat. Tiny animals and plants died in the ocean and sank to the ocean floor. Sand and silt fell to the ocean floor covering the decaying plants and animals. Layer upon layer of the sand and silt built up over time. These layers produced pressure and the earth provided the heat that changed these decaying organisms into oil and gas. Oil and natural gas are often found in close proximity to one another. If the materials were not as deep into the earth and have been heated less - more oil is formed. The deeper the plants or animals were buried, the more natural gas is found as more heat was applied.

Stock Quote -Jan. 01, 2010

Frankfurt Exchange: .30 Euro

XETRA Exchange: .35 Euro

NASDAQ: coming soon

CNSX: coming soon

