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NEWS RELEASE

EAST YORKSHIRE MOTOR SERVICES ADOPTS THE FUEL-SAVING ADDITIVE ENVIROX™ AFTER A SUCCESSFUL 12 MONTH TRIAL

East Yorkshire Motor Services (EYMS) has decided to use Energenics' fuel saving additive Envirox™ across the whole of its operations in East and North Yorkshire following a successful trial at the company's Driffield depot. This is the latest in a series of measures to reduce fuel consumption in its fleet of 300 buses and coaches which consume about 6 million litres of diesel each year. Previous measures include a major programme of specialised driver training for safe and fuel efficient driving (SAFED) and the introduction of the "GreenRoad" on-bus telematics system which features a "traffic light" signal in the cab to indicate to the driver how efficiently the bus is being driven. The diesel fuel storage tank in each of the company's depots will now be fitted with dosing equipment, which injects Envirox™ into the diesel fuel flow on delivery from the road tanker.

A 12 month trial started at its Driffield depot in July 2010 on a mixed fleet of buses and studied the effect of Envirox™ and the GreenRoad system both separately and in combination. The results clearly showed that each measure provided a worthwhile improvement in fuel consumption on their own and the combination provided a double benefit.

EYMS Chairman, Peter Shipp said, "In the present very difficult financial climate, we need to save money wherever we can and fuel is now such a big proportion of our total costs that this is a high priority area for us. Based on the successful trial we are confident Envirox™ will deliver a considerable fuel saving. However this will only make a moderate dent in the extra £500,000 more we shall pay for diesel per year after the 20% reduction in Bus Service Operators' Grant from 1st April."

Envirox™ is based on a well-known oxidation catalyst widely used in catalytic converters. The material has been re-engineered using nanotechnology to allow it to be delivered as a diesel fuel treatment. This ensures a cleaner burn within the combustion chamber, resulting in improved fuel efficiency and lower emissions. It also facilitates the removal of carbon deposits from the engine and diesel particulate filters.

Mike Attfield, Chief Executive Officer of Energenics Europe, said: "EYMS take a professional and thoughtful approach in pursuing their strategy for saving fuel. The Driffield trial was well managed and was a first in confirming our belief that Envirox™ adds further savings to those achieved by telematics based driver information systems. On a personal level, as a former Hull resident and regular user of EYMS service 76 to Withernsea, it pleases me to know that Envirox™ will also help to improve the air quality in the area."

For further information, please contact

EYMS on 01482 327142 or email enquiries@eyms.co.uk

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NOTES TO EDITORS

East Yorkshire Motor Services (EYMS)

EYMS operates a fleet of over 300 buses and coaches throughout Hull, East Yorkshire, the North Yorkshire coast and the North York Moors. If you live in North Yorkshire you'll know us as Scarborough & District.

Energenics Europe Ltd

Energenics Europe became the owner of the Envirox™ business in Sept 2009. It was originally part of a spin out technology company from research at Oxford University into advanced materials. Energenics is focussed upon the continuing commercialisation of Envirox™. This product is based upon a well-known oxidation catalyst, cerium oxide, which has been re-engineered using nanotechnology to allow it to be delivered as a diesel fuel treatment. Energenics continues to develop novel nanomaterials for a number of other applications and is an active member of the scientific community on Oxford University's Begbroke Science Park.

Mike Attfield

Mike attended Malet Lambert High School in East Hull (1980-83), and after university he began his career at Saltend, working as a research chemist for BP's fuel and lubricant additive business (Adibis) (1986-91).