

NEWS

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NearBio Announces Biodiesel Fueling Location Information for Cell Phones and Mobile Devices

*Proximity Analysis and Directions via WAP/Internet or Text Messaging
Dramatically Facilitate Biodiesel Fueling Opportunities*

Nevada City, Calif.--(BUSINESS WIRE)--November 13, 2006—Today, mobile application innovator WHDC LLC launched a free service designed to enable cell phone users to easily find nearby biodiesel fueling locations.

NearBio (www.nearbio.com) enables mobile phone users (and computer users) to find the nearest biodiesel fueling locations based on city, zip code, or GPS coordinates. The comprehensive national database of over 1000 **individually verified** locations is updated daily and is complete with driving directions, hours, payment options, and blend information (where available). The website's graphical map of nationwide locations is the first of its kind, using a color-coded icon for each pump location to identify the specific blend available.

While on the road, cell phone users can spontaneously access the WAP site nearbio.com (or nearbio.mobi) and retrieve the five nearest fueling locations along with driving directions, phone numbers and other details. For mobile devices that do not have Internet access, NearBio supports location retrieval via text messaging.

"We are very excited about leveraging mobile technology to accelerate the adoption of biodiesel fuel and its many benefits," said Lisa Hull, VP and co-creator of NearBio.com. She added, "We expect the service to be quite popular because of growing consumer awareness and interest in alternative fuels. Therefore, we have architected the service to distribute requests across several servers and we have reached our design goal of delivering results to cell phones in fewer than three seconds."

"The NearBio service is a major step forward in bringing biodiesel availability and awareness to the next level," said Jeff Plowman, President of [Austin Biofuels](http://AustinBiofuels.com), LLC. He added, "Now, commercial and consumer users can find the closest of our many Texas locations, along with driving directions, all from their cell phone."

"A key element of The [Spinx Company's](http://SpinxCompany.com) vision is "Making Life Easier" for the customer. With NearBio, our customers can instantly find their closest Spinx biodiesel fueling locations, including driving directions, in the easiest way possible," said Stewart Spinks, Founder and CEO of The Spinx Company. "Given that we have 40 biodiesel locations across the state of South Carolina, our customers can always be sure that NearBio will provide them a location nearby."

"When I heard about the NearBio service, it was music to my ears!" said Lauren Sullivan, Director and Co-Founder of [Reverb](http://Reverb.com), a non-profit eco-friendly organization that greens up musicians' tours and the music industry at large. She added, "Artists touring the country, along with their fans,

can now leverage the use of mobile technology to help make traveling sustainably that much easier."

To facilitate prompt and precise updates to the NearBio database, a [proactive](#) approach is used. Instead of relying solely on retailers and manufacturers to enter their individual pump locations, NearBio encourages biodiesel suppliers to submit the Internet address (URL) of a page on their website containing biodiesel pump locations. NearBio *automatically monitors* these webpages for changes. As a result, NearBio ensures database entries are current, and eliminates the need for biodiesel providers to constantly update external systems when new locations are added or changed. Further, NearBio validates all submissions.

"NearBio greatly facilitates finding our ASTM certified biodiesel offerings across the entire state of Oregon," said Gavin Carpenter of [SeQuential Biofuels LLC](#). He added, "Because NearBio automatically updates their database from our website, consumers receive accurate and timely information, and it is maintenance-free for us."

"As the leading supplier of biodiesel in the San Francisco Bay Area, we are thrilled NearBio is leveraging the convenience of the cell phone to promote biodiesel availability," said Tony Morse of [Golden Gate Petroleum](#) (Martinez, CA)." He added, "The fact that each and every location in the database is validated is a tremendous benefit to the consumer."

Additional website features include: 1) the ability to find fueling locations while at a computer, but send the information to a cell phone for later reference; 2) a comprehensive biodiesel news feed updated each hour on the website and delivered via email each day; and, 3) NearBio brand clothing and accessories.

About NearBio

NearBio is operated and invented by WHDC LLC, a privately held company specializing in unique, distributed mobile applications. The company has three patents pending relating to mobile imaging and telephony. NearBio and the NearBio logo are trademarks of WHDC LLC.