



Green Energy Live, Inc  
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## **Green Energy Live Pursuing Opportunities in Growing Green Energy Sector**

GRAND RAPIDS, MI -- 01/11/10 -- Green Energy Live Inc. (OTCBB: GELV) is a growing clean energy company engaged in developing sustainable biomass-to-energy conversion solutions for the \$154 billion U.S. livestock industry. Green Energy Live is pursuing opportunities to leverage its proprietary gasification technology to develop solutions for the thriving clean energy market which, according to new industry reports, is expected to achieve significant growth this year.

Bloomberg News, citing data from market research firm New Energy Finance, reported that renewable energy investment is projected to climb to a record \$200 billion worldwide this year. New Energy Finance forecasts private and public spending on clean energy technology will rise approximately 50% from \$130 billion in 2009 and top the previous high of \$155 billion in 2008. Government spending on green energy is projected to more than double from 2009 levels to approximately \$60 billion in 2010. The U.S., China and 10 other nations have approved a total of \$177 billion in stimulus funding for green energy over several years. (Bloomberg, "Copenhagen Failure Defied by \$200 Billion in Green Investments," December 3, 2009)

Venture capitalists surveyed by the National Venture Capital Association (NVCA) believe cleantech is the sector most likely to show growth this year. Of 325 venture capitalists surveyed nationwide, 54% believe VC investment in the cleantech sector will rise in 2010, according to Venture View 2010, the annual predictions survey conducted by the NVCA and published December 16, 2009.

Green Energy Live is working to leverage its proprietary gasification technology to develop on-site manure-to-electricity conversion systems to convert animal waste into clean energy. The company intends to develop solutions that will enable livestock farmers and ranchers to achieve energy independence, reduce the use of fossil fuels, cut energy costs and reduce air and water pollution by recycling the manure produced by their operations.

Karen Clark, President/CEO of Green Energy Live, commented: "We are thrilled to see investment in and demand for green energy technology increase. Green Energy Live intends to become a leading provider of sustainable biowaste-to-energy conversion solutions for America's livestock farmers and ranchers. To that end we are currently focused on moving forward with technology development and communicating with other young clean energy companies to find our next acquisition within this vibrant market sector."

About Green Energy Live (GELV.OB)

Green Energy Live Inc. is engaged in developing sustainable biomass-to-energy conversion technology to meet a critical need for the nation's \$154 billion livestock industry. The company plans to use its proprietary gasification technology for the development of highly innovative, on-site manure-to-electricity conversion systems to



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enable livestock farmers and ranchers to convert their animal waste into clean, renewable energy. Green Energy Live acquired Comanche Livestock Exchange in July 2009. The wholly owned subsidiary enhances Green Energy Live's ability to bring its clean energy technology to market by providing ongoing revenue to support technology development, livestock industry experience, contacts with potential customers, and an established sales channel.

This press release may contain certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are intended to be covered by the safe harbor created by such sections and other applicable laws. Such forward-looking statements include, without limitation, plans and expectations regarding the development of GELV's gasification technology and other projects and operations. GELV has tried, whenever possible, to identify these forward-looking statements using words such as "anticipates," "believes," "estimates," "expects," "plans," "intends," "potential" and similar expressions. Where the Company expresses or implies an expectation or belief as to future events or results, such expectation or belief is expressed in good faith based upon currently available information, and is believed to have a reasonable basis. However, forward-looking statements are subject to risks, uncertainties and other factors, which could cause actual results to differ materially from future results expressed, projected or implied by such forward-looking statements. Such risks include, but are not limited to: (1) GELV's need for additional financing, which is not assured and which may result in dilution of shareholders; (2) GELV's status as a small company with a limited operating history; and (3) regulatory restrictions in the production of bio-fuels. For a more detailed discussion of such risks and other factors, see the Company's 2008 Annual Report on Form 10-K, filed on March 31, 2009, with the Securities and Exchange Commission, and its other SEC filings. The Company does not undertake any obligation to release publicly revisions to any "forward-looking statement," to reflect events or circumstances after the date of this news release, to update or provide advice in the event of any change, addition or alteration to the information contained in this news release including such forward-looking statement, or to reflect the occurrence of unanticipated events, except as may be required under applicable securities laws.

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