



Green Energy Live, Inc
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Green Energy Live Focused on Biowaste-to-Energy Conversion to Meet Growing Needs of U.S. Farmers and Ranchers

GRAND RAPIDS, MI -- 01/13/10 -- Green Energy Live Inc. (OTCBB: GELV), a growing clean energy company, has identified a pressing need for sustainable biowaste-to-energy conversion solutions for the \$154 billion U.S. livestock industry. Green Energy Live is focusing its acquisition strategy and technology initiatives on the development of on-site, small footprint manure-to-energy converters to enable America's farmers and livestock operators use the manure produced by their operations to generate clean energy.

According to the U.S. Department of Agriculture, changes in the structure of livestock farms from smaller to larger increasingly specialized operations have altered manure management practices. Large-scale livestock operations are striving to develop ways to manage the problems associated with concentrating more livestock on confined animal feeding operations, including the problems posed by nutrient management, and ammonia and methane emissions. (US Department of Agriculture, "Amber Waves," September 2009)

The Department of Agriculture's June 2009 Report to Congress titled "Manure Use for Fertilizer and for Energy" found that livestock production has shifted to much larger operations which consolidate large quantities of manure in limited geographic areas. The quantities of manure nutrients produced on many large livestock operations exceed the capacity of the farm's crops to absorb them. Excess nutrients can lead to water and air pollution.

In response to environmental risks, Federal, State, and local authorities are expanding their regulation of manure storage, transport, and application. Many operations now must prepare, file, and comply with detailed plans for managing manure to limit the possibilities for catastrophic spills or for land application in excess of the agronomic needs of crops. Some need to change manure management practices to comply with the plans.

The USDA Report continues: there is widespread interest in using manure as a feedstock for energy production. Current examples include combustion power plants and anaerobic digestion systems designed to capture methane gas and burn it as fuel for electricity generation. While each technology is in commercial use in the United States, neither is widespread. But because such projects use existing resources, they could provide society with benefits if manure replaces newly mined fossil fuels in energy production, and if methane, a greenhouse gas, can be captured. Those societal benefits have led to proposals to support the use of manure for energy projects through State utility mandates (to purchase electricity from farms and to invest in renewable production sites), subsidies for capital costs, and direct subsidies and credits for energy production. Expanded support could lead to a substantial growth of energy applications for manure.

Green Energy Live intends to utilize its proprietary gasification technology for the



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development of self-contained, small footprint, renewable energy gasification systems to be rapidly and economically deployed at the waste site. The company is focused on innovative biowaste converters to process methane gas from the manure of animals including cows, pigs, turkeys and chickens and convert it into electricity. The clean power could then be used to supply the farm's power requirements and generate revenue selling surplus power back to local utilities.

Karen Clark, President/CEO of Green Energy Live, commented: "We believe the market for manure-to-energy conversion systems among ranchers and farmers is large and underserved. We see that farmers and ranchers are looking for clean energy solutions to enable them to manage their manure, decrease their disposal costs and reduce environmental impact. Green Energy Live is committed to developing technology that will create a win-win solution for America's livestock operators."

About Green Energy Live (OTCBB: GELV)

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 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,



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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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