



Green Energy Live, Inc
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Green Energy Live, Inc. Announces New President & CEO

GRAND RAPIDS, MI -- 01/12/11 -- Green Energy Live, Inc. (OTCBB: GELV), a growth oriented clean energy company focusing on sustainable "clean side of green" solutions for the U.S. livestock industry, today announces the appointment of Gerard Danos as its President and Chief Executive Officer. Danos succeeds **Karen Clark**, who guided the company from startup to today. Clark is stepping down as CEO and board member and will continue a role with the company as a consultant.

According to Keith Field, Chairman of the Board, "Gerard joins our company at a critical time for continuing our growth & development efforts. His depth of experience and track record of proven success will help guide the company to the next level."

"This company has tremendous potential and I'm looking forward to growing our presence and having GELV become a leader in the green energy movement," said Danos. "Green Energy Live will strive to be an innovator and have a strong industry footprint while at the same time increasing our market share and profitability." Gerard Danos joins Green Energy Live from Treaty Energy Corporation, an oil and gas exploration company which operates in the United States and Central America. At Treaty Energy, Danos served in an advisory capacity from startup and later became its Chief Operating Officer and board member. Prior to joining Treaty Energy, he was Owner/Principal at St. Catherines Hospice, LLC where he helped guide the company from a startup to one of the region's leading hospice providers. Mr. Danos also served as Vice President and Director for Medico, LLC, a subsidiary of Magnolia Management Corporation, a privately held company, which operates 65+ long term care facilities throughout Louisiana and Mississippi.

Mr. Danos received his Bachelors Degree from Louisiana State University, Baton Rouge, LA.

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



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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 2009 Annual Report on Form 10-K, filed on April 17, 2010, 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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