

CORPORATE PRESS RELEASES

AMERICAN DIESEL SYSTEMS GRANTS EXCLUSIVE DISTRIBUTION IN COSTA RICA TO GRUPO ZETA'S ECOMOTORS EMI INTERNATIONAL, SRL

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FOR IMMEDIATE RELEASE

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SKOKIE, IL. ---- American Diesel Systems today announced that it has awarded exclusive rights to market its industry leading alternative fuel system product for diesel engines, in Costa Rica, to Zeta Group's Eco Motors. The Zeta Group is a holding company that brings together a conglomerate of companies operating in Central America since 1976 in the areas of construction, the development of industrial parks and export processing zones, real estate development and breeding swine. The headquarters is located in Los Yoses in Building ADRIATICO, where the main base of the economic activity of the Group. Eco Motors is located in Carthage Industrial Park, Warehouse 66.

We are excited to pursue this new relationship with Donatella Zingone Dini, president of Grupo Zeta", said American Diesel System's head of technological development, Jeff Bach. "We are confident in Eco Motors ability to market, install and service our industry leading alternative fuel products for diesel engines". "The executive team at Eco Motors is poised to take our product across Costa Rica and Central America, with an expressed genuine desire, to work with us in further developing the product". "We could not be happier with this new business relationship".

American Diesel Systems plans to market its patented technology in all of Central America, South America and Europe, with new distribution partners beginning this year. International certification, as an emissions control device is planned and engineering has begun to achieve this next mile stone.

About American Diesel Systems:

For more than ten years, Fire Em Up Inc. DBA American Diesel Systems has been an innovative leader in the alternative fuels industry for both on-road and off-road equipment. The company's mission is, to bring to market the very best in cost saving, aftermarket products that bring real value to the Diesel Engine community. The Diesel Magnum Alternative Fuel System continues to meet this goal.