



**PLANET**  
RESOURCE RECOVERY, INC

## **EXECUTIVE SUMMARY**

**PLANET RESOURCE RECOVERY, INC.  
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## **EXECUTIVE SUMMARY**

Planet Resource Recovery, Inc. is the developer, manufacturer, and marketer of unique proprietary chemicals and processes that will usher in a new paradigm shift in the energy, remediation, precious metal mining and slag and heavy metal recovery sectors. The company has developed multi-dimensional chemicals and the related processes to provide these sectors enhanced benefits and revenue opportunities. Founded in 2005, the Houston, Texas-based company has developed technologies based on scientific research and understanding of siloxane science to enhance the recovery of the planet's resources including metals, minerals and hydrocarbons. Our thrust is to create new methodologies through breakthrough technologies utilizing advanced science and chemistry to increase efficiencies, reduce costs, protect the environment and our natural resources.

### **Business Opportunity**

**Our vision is to develop new chemical compounds and related processes to maximize efficiencies in the Oil & Gas Industry, Mining Industry and Environmental Cleanup Industry through environmentally-friendly, cost-effective and profitable platforms that are considered “Disruptive Technologies” and will usher in new paradigm shifts in industry.**

Presently, the company is primarily focused on four distinct markets: 1) Oil & Gas Industry, 2) Remediation of industry toxic metals & byproducts, 3) Mining of base and precious metals and 4) Metal Corrosion Industry. The company has developed the proprietary compounds and is currently developing their related processes that will result in new technologies and methodologies for industry.

### **Business Opportunity**

Planet Resource Recovery, Inc. is positioned to provide enhanced solutions to a broad spectrum of industries. The current situation within the industries listed below provides vast opportunities for application of the company's proprietary chemical formulations and related processes. The chemicals and processes are environmentally friendly while providing an array of benefits to the energy, remediation, mining and corrosion industry.

### **Current Business Position**

Planet Resource Recovery, Inc (the “Company”), was founded in 2005 and has corporate offices located in Houston, Texas. The Company was founded on the development of core technologies in the area of chemistry known as silicon or siloxane based science. The original PetroLuxus™ products has led the way to a number of proprietary discoveries in products for the environmentally friendly method, a “Green Technology”, of separating hydrocarbons from both man-made and naturally occurring materials. Currently, the most widely accepted methods for

separating hydrocarbons from other materials involve the utilization of chemicals, water and or steam under extremely high pressure and mechanical processes. Many of these methods are labor intensive, energy intensive and frequently cost prohibitive.

Planet's products are non-toxic, non-flammable and provide an alternative "disruptive technologies" that are both more efficient and economical. Planet's products disrupt currently accepted best practices and changes the way current methods are being managed throughout the world.

### **Disruptive Technology**

A disruptive technology or disruptive innovation is an innovation that improves a product or service in ways that the market does not expect, typically by being lower priced or designed for a different set of consumers.

Disruptive innovations can be broadly classified into low-end and new-market disruptive innovations. A new-market disruptive innovation is often aimed at non-consumption (i.e., consumers who would not have used the products already on the market), whereas a lower-end disruptive innovation is aimed at mainstream customers for whom price is more important than quality.

Disruptive technologies are particularly threatening to the leaders of an existing market, because they are competition coming from an unexpected direction. A disruptive technology can come to dominate an existing market by either filling a role in a new market that the older technology could not fill (as cheaper, lower capacity but smaller-sized flash memory is doing for personal data storage in the 2000s) or by successively moving up-market through performance improvements until finally displacing the market incumbents (as digital photography has largely replaced film photography).

In contrast to "disruptive innovation", a "sustaining" innovation does not have an effect on existing markets. Sustaining innovations may be either "discontinuous" (i.e. "revolutionary") or "continuous" (i.e. "evolutionary"). Revolutionary innovations are not always disruptive. Although the automobile was a revolutionary innovation, it is not a disruptive innovation, because early automobiles were expensive luxury items that did not disrupt the market for horse-drawn vehicles. The market remained intact until the debut of the lower priced Ford Model T in 1908.

### **The Technology - "Siloxane Science & Silicon"**

Siloxane is a chemical compound. It is made up of units that together form  $R_2SiO$ . In this compound, R is a hydrogen atom, or something in the hydrocarbon group. Siloxane belongs to the compounds of organosilicon.

There are several different properties that Siloxane might have. It might be composed of either branched or unbranched backbones that consist of silicon alternating with oxygen atoms. This creates Si-O-Si-O, with side chains of R that attach themselves to the silicon atoms. There are also more complicated structures of atoms within

different types of Siloxanes, so there are many different components that might be used for them. All in all, there are many variations of Siloxane that can be seen and that can be used.

Although Siloxane is a compound that is widely known and widely used, it is something that is a chemical compound that might be difficult to understand. It is important to know that Siloxane is not a single product, but is a group of products. There are several different types of Siloxanes that are used for different things. All in all, Siloxane is a compound that can be most useful to people in various solutions and solvents.

Silicones are a modern class of synthetic materials. They have literally thousands of applications that collectively bring safety, comfort and enjoyment to life. These benefits depend ultimately on science: on the silicones' fundamental chemical structure and the producers' skill in modifying it.

Silicone products increase the quality, comfort and security of daily life in thousands of applications that depend on them for performance. For all substances, however, society needs to understand, as fully as possible, effects in terms of health, safety and environmental impact. Silicone producers are committed to this approach and undertake continuous health, safety, and environmental research on silicone products. An example is the Siloxane Research Programme (SRP), which is directed at issues on health.

### **Planet Resource Recovery's "Silicon Science": PetroLuxus™ Technology**

PetroLuxus™ is comprised of technologies based on inorganic compounds reconfigured and transformed into new inorganic compounds. The products work to initiate an ionic exchange mechanism that causes hydrocarbons to become colloidal and significantly more hydrophobic and thus lose their attraction to adulterates such as rock, clay, sand, dirt, metals and water. The result is that contaminants and toxins in the case of Environmental Remediation, and oil in the case of Enhanced Oil Recovery ("EOR"), lose their attraction to other material and separate more readily. Through the application of the PetroLuxus™ platform, separation and segregation of contaminants is achieved from target materials thus allowing an acceptably safe return of organic materials to the environment.

Additionally, PetroLuxus™ dramatically reduces the frictional coefficient of oil, allowing it to flow more readily. This reduces the relative viscosity of the oil by as much as ten times. PetroLuxus™ molecular size is extremely minute, allowing for penetration of treated materials at the molecular level. Upon contact, the solution eliminates the interfacial surface tension between all matter with which it interacts, resulting in a stratification of materials into specific gravity layers providing for an efficient and cost effective extraction of both desirable and undesirable materials.

A unique and highly desirable characteristic of PetroLuxus™ is that, for the majority of applications, little or no heat is required. This result is a considerable cost

advantage over currently accepted methods of separation and segregation of contaminants.

### **Product/Application Description**

Planet Resource Recovery, Inc was established after the discovery of a promising new technology for the Oil & Gas industry. Although the technology was in its infancy and would require considerable development and refinement, Planet management believed it could complete the R&D required to commercialize this new technology to enhance the production of oil and deliver a cleaner product to the refinery.

Planet trademarked its new technology as PetroLuxus™. The product is comprised of technologies based on inorganic compounds reconfigured and transformed into new inorganic compounds. The product work to initiate an ionic exchange mechanism that causes hydrocarbons to become colloidal and significantly more hydrophobic and thus lose their attraction to adulterates such as rock, clay, sand, dirt, metals and water. The result is that contaminants and toxins in the case of Environmental Remediation, and oil in the case of Enhanced Oil Recovery (“EOR”), lose their attraction to other material and separate more readily. Through the application of PetroLuxus™, separation and segregation of contaminants is achieved from target materials thus allowing an acceptably safe return of organic materials to the environment.

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Because PetroLuxus™ dislodges hydrocarbons from most all other known matter, it becomes a viable, cost-effective method of cleaning well pumping equipment; sludge pits, and oil spill areas. This process addresses a significant cost issue for well operators.

### **PLANET’S PRODUCT PLATFORM SUMMARY**

#### **Department Of Energy “Facts”**

The US Department of Energy’s Office of Fossil Energy estimates that “more than 60% of all known oil reserves in the United States remain untapped because of difficulties in extraction from the ground.” These huge untapped oil supplies are difficult to extract due to the oil held in place by molecular forces of cohesion and adhesion.

Technologies to increase extraction of oil held in place are known as the Enhanced Oil Recovery (EOR) industry. The EOR industry aims to increase extraction in marginal wells where oil production has slowed to 15 barrels a day or less. According to The Office of Fossil Energy, "There are nearly 500,000 of these wells in the US, and together they produce about the same amount of oil as America imports from Saudi Arabia."

Moving oil from below the earth's surface to above ground recovery is a complicated process with problems far beyond the initial drilling and development of a well. The costs are a fixed capital expenditure based on the depth of the well to be drilled and the type of formation encountered. Management of the well production phase directly impacts the profit of the venture as costs for operating and maintaining the well can vary dramatically.

In oil production, there are basically two factors that dictate the amount of production that can be realized from any well. The **first factor** involves the characteristics of the geographic land formation and the ability of impounded oil to migrate toward a production well. The ability of oil to move through the formation is controlled by the amount of oil that is in place, the type and quality of the oil, the permeability and porosity of the sand, rock and clay that are distributed through the formation and the presence, or lack of energy to push the oil toward the negative pressure area of the well bore.

The **second factor** is the integrity of the production equipment. The production equipment includes all of the components in contact with the fluids being moved from the formation to the collection tanks, such as, pumps, down-hole tubing, casing, above ground piping, valves and fittings and tanks. The equipment is affected daily by age, contamination, treatment chemicals, scale, rust, paraffin, asphalt, temperature, pressure, abrasion, storage and maintenance, and a host of other issues that invariably affect the flow dynamics.

Additionally, the area adjacent to the well bore, the production zone, acts as a filtering area that accumulates particulate matter, paraffin and heavy hydrocarbon components that over time reduce or restrict the amount of fluid entry into the well bore. All of this adds up to reduced production over time and increased operating cost for maintenance.

### **PetroLuxus™ WC-100 - Well Bore and Equipment Solution**

PetroLuxus™ WC-100 is specifically designed for use in cleaning the production zone around the well bore and the associated production string of tubulars and equipment. Over time this area becomes fouled with rust, paraffin, calcite, asphaltenes and other materials that can reduce flow and production. WC-100 works to clean the entire production area from filter area in the production zone to the storage tanks. When introduced into the well bore and then circulated through the system, WC-100 will come in contact with all of the components and free the buildup that is causing restriction. Further, WC-100 has an affinity for metals and leaves a thin, microscopic layer of protection to reduce the propensity for future adulterate accumulation.

Treatment of the filter zone and production string with WC-100 provides a dramatic and economic revitalization of the well, with realized cost savings between 30-40% below conventional methods. The process is simple, economical and very effective at breaking down the common materials that cause restriction in the filter area of the production zone and the tubulars and equipment. WC-100 reduces contaminants particulate size thus allowing them to readily pass through the system and be collected in the storage tanks, leaving less restriction in the production system.

### **PetroLuxus™ HC-300 - Heavy Crude Oil Pre-Refining**

Heavy Crude (HC) and Extra Heavy Crude Oil are defined as any type of crude oil which does not flow easily and its density or specific gravity is higher than Light Crude Oil. Heavy Crude Oil will have an API gravity of less than 20° and Extra Heavy Crude Oil less than 10° API gravity. These grades of crude oil present multiple challenges in recovery, transportation and refining. Heavy Crudes are basically lesser quality oil, as compared to light crude, due to being thicker and more viscous and often contaminated with water, paraffin's, heavy metals and various types of particulate matter. Because of this thick and viscous nature, Heavy Crude presents specific problems in transporting through pipelines due to fouling, high pumping costs and deterioration of the equipment.

### **PetroLuxus™ HC-300 : Heavy Crude Oil Solution**

PetroLuxus™ HC-300 is a cost effective, time efficient solution for the enhancement of Heavy Crude Oils prior to entering the refining process. When introduced into Heavy Crude Oils, HC-300 can dramatically improve the flow characteristics of the oil, shed entrained water, paraffin's, heavy metals, particulate matter, reduce acidity, reduce sulfur content, thus reducing overall pumping costs while enhancing the grade of crude oil. The introduction of HC-300 into Heavy Oil further reduces the environmental impact by allowing for the collection and disposal of the undesirable contaminants.

The introduction of HC-300 into Heavy Crude Oils results in rapid dispersement that eliminates the interfacial surface tension of the Heavy Crude Oils and other materials such as water, metals, dirt, sediments and other contaminates. The process works rapidly, usually within several hours, to effectively separate the components, resulting in a stratification of materials by specific gravity. The stratification of components provides a cleaner product for refining. HC-300 is non-hazardous, non-flammable, biodegradable and environmentally friendly.

PetroLuxus™ is currently being deployed to the EOR industry to increase production in marginal wells. Additionally, the company is completing laboratory testing on the pre-refining of heavy crude oil. Due to PetroLuxus™ inherent qualities, the product has the ability to improve the API gravity of crude oils by precipitating out containments, reducing sulfur, and bottoms, solids and water. The completing of this testing will offer producers of low gravity crudes a cost-effective solution to improve their product rendering a better price point at the well site.

## **Environmental Remediation Technology**

The Environmental Remediation industry presents an immense growing market for the company. Planet has developed chemical compounds for the remediation industry is currently developing the mechanical processes to remediate hazardous materials that litter the planet. To date we have successfully proven the ability to remediate a number of hazardous materials including hex-chrome, coal tar and creosote.

In March of 2009, the Company successfully participated in the remediation of a Region III EPA Superfund site governed by the Pennsylvania Department of Environmental Protection. This successful clean-up has resulted in Planet collaborating with a designated EPA contractor to work with us to complete testing and documentation of the numerous potential applications for Environmental Remediation.

## **Contaminated Soil, Sludge Pits and Tailing Ponds**

Until now, depending on the type of contamination, the accepted practices to remediate soil have been to excavate, transport and dump the contaminated soil at a qualified toxic landfill or excavate and transport to an approved hazmat landfill where it is burned and buried. These methods of remediation do not relieve the landowner or the original offender from ongoing liabilities, which in many cases provides for severe fines, penalties and even civil and criminal prosecution.

Sludge Pits and Tailing Ponds are a man-made environmental disaster and have set-off a global crisis. Each day, millions of gallons of water contaminated with oil and heavy metals are dumped into large storage areas known as Tailing Ponds or Sludge Pits. The size may range from a few acres to thousands of acres. It is estimated that 500,000 tons of contaminated tailings are produced daily at one major tar sand extraction site and another location in Canada covers an area estimated to be 80 square miles.

These ponds represent a major environmental threat to our drinking water supply. According to a report released in December of 2008, 11 million liters of contaminated water are leaked from tailing ponds every day. It is estimated that currently 4 billion liters enter our ground water supply every year representing a major financial opportunity for the company with the use of our PetroLuxus™ 400. Our specially blended formulas separate the hydrocarbon material (oil), from the water.

Most recently, the Tennessee Valley Authority (TVA) experienced a failure of an earth retention dam resulting in the release of a billion gallons of hazardous waste containing coal tar residuals, ash and heavy metals. The cost of this environmental disaster and associated clean-up has been estimated in the tens of millions of dollars.

## **PetroLuxus™ CS-400 : Remediation and Recovery Solution**

PetroLuxus™ CS-400 allows for on-site cleaning of contaminated soil and water while implementing the extraction and recovery of hydrocarbons, heavy metals and toxins,

thereby greatly reducing the cost of transportation and burial in a hazardous waste landfill.

The demulsifying feature of the CS-400 is significant in soil washing because of the ease of liquid phase separation after the cleaning process. By remediating on-site and greatly reducing the cost of hauling and landfill cost, the result could be savings of 35% to 50% over existing technology.

### **Coal Tar and MGP Contamination**

Before the United States established a network of natural gas pipelines and electricity (early 1800-mid 1900's), the fuel for lighting, heating, and cooking was manufactured from Coal and Petroleum at thousands of manufacturing facilities across the country, know as Manufactured Gas Plants or MGP's. The first manufactured gas plant built in the United States was in Baltimore, Maryland in 1816. By the turn of the 20th century, almost every city had its own manufactured gas plant (Gonzalo, 1995), with larger cities often having more than one plant. In addition to the commercial MGP's, many railroad companies, military installations, large institutions (e.g. hotels, hospitals, prisons, schools), industrial facilities, and large private homes were equipped with gas plants. As many as 50,000 plants were built during the 140 years of MGP operations.

Coal Tar is one of the harmful by-products created when coal is carbonized to make coke or gasified to make coal gas. Coal Tar still resides in the land surrounding these sites. Coal Tar is a brown or black liquid with high viscosity and smells of naphthalene and aromatic hydrocarbons. Coal Tars are complex and variable mixtures of phenols, polycyclic aromatic hydrocarbons (PAHs), and heterocyclic compounds, which are considered caustic, toxic and extremely hazardous to humans and animals.

The Tars are made up of 500 to 3000 different compounds and since they are denser than water, they sink into the groundwater where they contaminate the ground water. Tar is not to be considered equivalent to asphalt, which is a residual of natural petroleum deposits and oil refineries. An additional byproduct of gas manufacturing was the generation of impurities such as ammonia, cyanide, sulfur and heavy metals, particularly arsenic.

While some of these sites, especially those currently owned and operated by large gas and electric utility companies, are being addressed, most of the former manufactured MGP sites have never been identified. As a result of these activities, hazardous materials are present in the subsurface and groundwater at thousands of locations in more than 38 states.

Typically, the remediation of MGP's and Coal Tar sites have been limited to several techniques, all of which require excavation of the land and transport to a qualified landfill. An even more effective process, but considerably more costly, is the excavation and transport of contaminated soil to a processing facility, where it is burned to ash in large furnaces. These processing facilities are now under scrutiny of the EPA, because of airborne contaminants being found in the smoke and ash

particulates. These excavate and haul processes are extremely expensive since the responsible party must replace the contaminated soil with clean soil.

### **PetroLuxus™ CS-401 : Coal Tar and MGP Remediation Solution**

PetroLuxus™ CS-401 allows for on-site cleaning of contaminated soil while implementing the extraction and recovery of hydrocarbons, heavy metals and toxins, thereby eliminating the cost of transportation and burial in a hazardous waste landfill. CS-401 preferentially displaces hydrocarbon contamination from the surface rather than the usual surfactant reaction of dissolving and emulsifying. The demulsifying feature of the CS-401 is significant in soil washing because of the ease of liquid phase separation after the cleaning process. By remediating on-site and greatly reducing the cost of, hauling and landfill cost, the result could be savings of 35% to 50% over existing technology.

### **Our Mining Technology**

Throughout the development of PetroLuxus™ and testing of crudes, our technical staff made the observation of the ability of different formulations to drop out metals that contaminated the crude oils. These observations lead the company to commence the development of solutions for the mining industry.

The very nature of the current mining processes creates a potential negative impact on the environment both during the mining operations and for years after the mine is closed. Environmental issues can include erosion, formation of sinkholes, loss of biodiversity, and contamination of soil, groundwater and surface water with a vast array of toxic chemicals used in the mining processes. Planet offers an unparalleled opportunity for simultaneous recovery and reclamation of slag deposits as well as mineral ore and tailing deposits, greatly minimizing environmental impact as a component of well-designed mining and recovery operations.

Mining's most serious impact on communities is water pollution, with contaminants that can include acid, cyanide, and sulfur. According to the Environmental Protection Agency (EPA), mine waste has contaminated more than 40 percent of the headwaters of western watersheds.

Mining targets are divided into two general categories of materials: placer deposits, consisting of valuable minerals contained within river gravels, beach sands, and other unconsolidated materials; and lode deposits, where valuable minerals are found in veins, in layers, or in mineral grains generally distributed throughout a mass of actual rock. Both types of ore deposit, placer or lode, are mined by both surface and underground methods.

Processing of placer ore material consists of gravity-dependent methods of separation, such as sluice boxes. Only minor shaking or washing may be necessary to disaggregate (unclump) the sands or gravels before processing. Processing of ore from a lode mine, whether it is a surface or subsurface mine, requires that the rock ore be crushed and pulverized before extraction of the valuable minerals begins. After

lode ore is crushed, recovery of the valuable minerals is done by one, or a combination of several, mechanical and chemical techniques.

Planet's new metal recovery technology offers an unparalleled opportunity for simultaneous recovery and reclamation, greatly minimizing environmental impact as a component of well-designed mining and recovery operations.

The company is currently working on new chemical compounds and related processes for the remediation of contaminated waters from industry. The immediate targeted toxic metals include; cadmium, mercury, lead and zinc. We anticipate completion of laboratory and bench top testing in December 2009 to validate these new technologies.

### **Strategic Business Combinations**

The Company intends to enhance revenue from its platform of proprietary solutions and process applications through strategic business combinations, joint ventures and licensing agreements with established domestic and international companies in specific target markets. The strategy is to remain focused on Planets technologies for their highest and best usages and thus create lucrative paths to revenue, while simultaneously exploiting revenue opportunities in ancillary and secondary markets while protecting its core technology.

### **SENIOR MANAGEMENT**

#### **Mr. Kurt E. Neubauer, Jr. – Chief Executive Officer, President and Founder**

Mr. Neubauer, 57, serves as Chairman of the Board and Chief Executive Officer of the Company which he founded in 2005. Over a career that spans 35 years, Mr. Neubauer has indentified and developed many unique ideas and products and converted them to successful businesses, on both a domestic and an international scale. These enterprises include successful efforts in the oil and gas industries throughout Europe and Africa. This global experience, specifically dealing in asphalts and asphaltenes while working in Africa, launched his pursuit of a unique and powerful technology capable of changing the world. Neubauer's passion to find a better way to manage and harvest hydrocarbons was propelled by his fundamental belief in American innovation and led him to the discovery of the Company's revolutionary science.

Mr. Neubauer's significant knowledge and expertise in all aspects of business development, marketing, and corporate structure, include decades of successful leadership in taking companies public. Since 1998, his responsibilities have included all areas of operations, working and reporting to the SEC, managing shareholder expectations, securing financing, populating, communicating and cooperating with boards and affiliated governances. This broad experience in the multi-disciplinary sectors of taking companies public has been key to the current market opportunities seeking Planet Resource Recovery, Inc.

Mr. Neubauer and his wife are the parents of four children and five grandchildren and are actively involved in supporting their church and various international charities, including Christian Children's Fund.

#### Harold R. Potts – Director of Technology

Mr. Potts, 53, serves as Director of Technology of the Company. Mr. Potts is responsible for all aspects of research and development for the Company. Dr. Potts had worked with PLANET in a consultant capacity on new green technologies and methodologies for the mining of base and precious metals as well as the remediation environmental toxic metal remediation. As Director of Technology for PLANET, he now is responsible for the design, development, proof of concept completion, patenting of proprietary chemical compounds, processes & methodologies and on-site equipment scale-up and installation. He also collaborates on new applications for PLANET's hydrocarbon product – PetroLuxus™.

Dr. Potts received his Doctorate of Applied Physics, with a heavy emphasis in Chemistry, in 1988 from the University of New York at New Paltz, New York while working at IBM, Inc. His career spanned 15 years at IBM as a Senior Engineer where he developed memory subsystems for large mainframes and educated technicians. He was instrumental in the design, development and patenting of the double and triple bit detection and correction software for 3090 Mainframe. He authored and published technical papers titled "3090 Storage Failure Analysis" and "3090 Maintenance Reference Summary".

Between 1989 – 2002 he was the Laboratory Manager at IRC Inc. Here he ran the technical aspects of a metrology laboratory. He provided training to employees as well as those of his clients. He provided technical support to the marketing staff.

In 1998 he was retained by Houston-based Instru-Measure, which specializes in the component level repair for a wide variety of electrical and electronic test equipment, meters, indicators and calibration of pressure and physical measurement systems, to invent and develop a meter for oil field use in the completion of wells. The result was the Safety Multimeter which was designed to measure multiple factors in the setting of perforations at the oil pay zone to reduce costly mishaps. Oil services giant Schlumberger Limited purchased the rights to the Safety Multimeter for use by field personnel. Dr. Potts upgraded his original Analog Safety Multimeter to a Digital platform in 2004 for Schlumberger continued use.

In 2002, he was a technical consultant to Electro Magnetic Resources Inc. (EMR) where he co-developed and patented the TheraMag II™, a magnetic field generator for therapeutic applications. The apparatus was used to treat idiopathic pain in patients and was used in a study of Huntington's disease by Dr. Dale Erickson, a respected neurologist in the Houston Medical Center

From 2002-2004, he was the Chief Chemist at LCS Laboratories where he managed the analytical laboratory, conducted research in support of client's requests and performed analytical test methods.

He became the Director of Technical Operations for Marcase, Inc. in 2004 where he developed a new line of environmentally-friendly water-based sealants for the Construction industry. He was in charge of coordinating all aspects of technical activities, performed all the R&D efforts in the development of new wood treatment methods and liaison with the University of Southern Mississippi Science Department.

After his project completion, he returned to Houston-based LCS Laboratories where he resumed his duties as Chief Chemist, later joining Serveon Specialty Chemicals, LLC as the company's Senior Developer. At Serveon, he developed the next generation of silicon based treatments for wood, stone and other building materials. This line of silicon based treatments is environmentally friendly compounds designed to resist water damage, mold & mildew.

#### Enrique M. Salinas, III – President Oil Recovery Ventures, LLC - Director

Mr. Salinas, 44, serves on the Board of Directors and is President of Oil Recovery Ventures, LLC, a wholly owned subsidiary of the Company. Mr. Salinas began his career working in his family's ranching operation in northern Mexico. In 1987 he founded Latigo Cattle Company which imported beef cattle from Mexico to the U.S. Mr. Salinas was employed by GKC Marketing and Crown Marketing from 1991-1994. In 1994, Mr. Salinas founded and was the President of The Catalyst Group, Inc., a financial media relations firm specialized in the procurement of editorial coverage for clients in the financial industry as well as new product introductions.

#### Tim Williams – Executive Vice President - Acquisitions and Business Development

Mr. Williams brings a wealth of experience and know-how to Planet Resource Recovery, Inc. His entrepreneurial spirit, sales & marketing background and knowledge of the public markets have been demonstrated throughout his career.

In 1975 he built one of the first Nautilus fitness chains in Southern California overseeing a highly trained sales staff, which reached revenues in excess of \$16 Million per year.

Mr. Williams was an original founder of 24HR Fitness with Leonard Schlemm and Mark Mastrov. As the company's first President, he pioneered and oversaw the original implementation of Electronic Funds Transfer (EFT) to the fitness industry. This process brought predictability to the health club industry and set the stage for Private Equity investment and National growth.

In 1985 he was part of a group that purchased the rights to manufacture, distribute, and franchise Nautilus equipment in Japan. After establishing a showroom in Tokyo, Triventure was formed with Sumitomo and Mitsubishi to distribute Nautilus equipment. The group later sold the franchise rights to Sumitomo separately.

In the early 1990's, he founded Results Sports and Fitness, a chain of full service Fitness clubs, which he sold to USA Health Technologies, a NASDAQ Public company,

and became its President. He expanded the company rapidly by structuring deals using stock for acquisitions.

In 1997 he became CEO of Cosmedix, a laser hair removal company with multiple locations in four States. The company expanded to offer Botox, Facial Peels, and various Cosmetic Procedures through its Physician partners.

In 2003 he became Chairman and CEO of National Developers, a Real Estate Development firm in Phoenix AZ. The Company was involved in Land Development and Entitlement. It had an in-house Architectural and Engineering firm as well as a Design Center. The company built housing communities and platted over 2000 residential lots. It owned, designed and permitted a 21 story condo loft project known as Cosmopolitan Towers.

Mr. Williams was a Business Consultant to Espion International, an Artificial Intelligence venture based internet gateway security company. Espion's Technology applies Probabilistic Reasoning, which allows it to learn and adapt to a company's email flow without slowing or growing over time. The platform also assists organizations with Regulatory Compliance in areas such as HIPPA, GLBA, and Sarbanes Oxley. Clients include Major Universities, Hospitals, Governmental Agencies and Fortune 500 companies.

Mr. Williams assisted his daughter Ashley in the Charity she founded called "Warming the Heart". He is arranging its application for 501c3 status. The charity makes special fleece blankets for children undergoing surgery for brain cancer. They work closely with the Oncology and Neuroscience Departments at UCLA Medical Center and have held three golf tournaments to help fund research for a Child Brain Cancer Vaccine.

## **ADVISORY BOARD**

### **Emil Pena – Advisory Board**

Emil Peña is Executive Director of the Energy and Environmental Systems Institute at Rice University. In this capacity he manages engineering faculty led programs and initiatives focused on research in both energy and the environment, integrating with the private industry. He deals with conventional oil and gas technologies as well as sustainables.

Mr. Peña served in the U.S. Department of Energy as the Deputy Assistant Secretary for the Office of Natural Gas and Petroleum Technology, Office of Fossil Energy. In this position, he is responsible for administering oil and gas programs including research and development, planning and environmental analysis, and import and export activities.

Prior to his appointment to DOE in March 2000, Mr. Peña was President of the *Emil T. Peña Interests, Inc.*, a government affairs company representing clients at the state and local levels. Since 1985, his activities centered in Houston, Texas, and capabilities extended to Louisiana and New Mexico. During 1981-1985, Mr. Peña served as

Assistant Director, Public Affairs Field Operations at *Atlantic Richfield Company (ARCO)*, where he represented the company before state and local government bodies in an eleven-state region and maintained a working relationship with elected officials as well as industry associations. During 1979-1981, at *Miller Brewing Company*, Mr. Peña was the Government Affairs Manager, responsible for representing the company in an eight-state area in the Southwest. He analyzed and developed legislation to promote and maintain a healthy climate in which the company could operate and market in a free enterprise system. At *LoVaca Gathering Company*, 1977-1979, Mr. Peña was the Community Relations and Public Affairs Assistant to the Director and Vice President for Public Affairs. He represented gas transmission interests in Texas and assisted in customer and community relations.

Mr. Peña's professional affiliations and civic activities include the Texas Oil and Gas Association, the Texas Gas Association, U.S. Mexico Chamber of Commerce board, the Upper Kirby Tax Reinvestment Zone#19 board, the U.S. EPA's Methane to Markets Program and was also a member of the National Petroleum Council. He also serves on the boards of directors of VSI, LLC, Human Benefits, LLC, as well as Global ITS (Oil Field Services) and Oxane (Proppant Tech) Company's advisory boards. He consults to Ecology and Environment, Inc.

Mr. Peña holds a M.A. degree in Environmental Management from the University of Texas, San Antonio, Texas, and a B.A. degree in Political Science, History and Sociology from Texas A&I University, Kingsville, Texas. Mr. Peña also attended the School of Law at St. Mary's University, San Antonio, Texas, and the Lyndon B. Johnson School of Public Affairs, Austin, Texas.

Mr. Peña is also President and CEO of GENERATION POWER, INC., a Houston, Texas based energy consulting and development company.

Planet Resource Recovery, Inc. has developed a capable, qualified and dedicated team that understand the products that the company represents and the industries to which they will be offered.

### **Financial Potential**

Planet Resource Recovery, Inc. is in the enviable position of being staged on the brink of a number of burgeoning industries with proprietary products that have little direct competition. The demand for oil and gas, worldwide is at ever increasing levels and the world's gold, silver and base metal commodity prices will continue to increase in our current economy. The total package technologies developed offer the additional benefits of expansion of our product lines to many more applications in various industries.

The Company's products are cost effective to manufacture and are made from readily available raw materials that are in good supply at stable prices. The production processes have been fully developed and refined and are readily expandable in a timely and cost effective manner. Profit margins will approach 400%, based on current production levels and material costs. Projected sales for the year 2010 are

expected to be excess of \$3,000,000 and can be achieved with current production and resources. Forecasted sales for 2011 and 2012 are expected to increase to \$12,000,000 and 30,000,000, respectively.

The opportunity for sales within the energy, remediation, mining and metal recovery sectors are staggering with the market, themselves, being a multi-billion dollar industry. Demand for energy and the recovery and reuse of metals including new environmentally friendly ways of mining precious metals will continue to expand with the increase of industrial growth throughout the world. The need for more efficient technologies to help produce and recover the oil and metals needed for that growth will provide the catalyst for Planet Resource Recovery, Inc. to become a leader in advanced technology and solutions to these Industries.