

Written by Editor

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Green Earth Technologies | GETG | Profile | Summary

Green Earth Technologies , GETG , markets an array of branded, environmentally-friendly, bio-based performance and cleaning products to the automotive, outdoor power equipment and marine markets. They also sell an innovative, EPA approved surface washing agent, which can be used to clean-up oil rigs and spills.

All of Green Earth Tech's products are produced for them under well defined contracts with domestic manufacturers. The “green” base of the performance products is comprised of animal fats, plant oils and vegetable oils. These biodegradable bases replace traditional petroleum and chemical derived bases typically used to make motor oils, cleaning solutions and other consumer products without compromising performance or value. The products are positioned to deliver comparable or superior performance at competitive prices.

Their family of G-branded products are grouped under the following categories: G-OIL, G-FUEL, G-CLEAN, G-GLASS, and

G-MARINE. These products are offered in a wide range of automotive, marine and outdoor power equipment categories.

Highlights:

? Offerings in alternative eco-friendly motor/marine oil and cleaning products diversified across auto, boat, and power equipment lines.

? Green Earth Technologies Inc. is one of only a handful of companies that are EPA-approved for their surface washing agent which helps clean up oil spills.

? Green Earth Technologies Inc. is one of the first companies that are approved to use USDA's new product label 'Certified Bio-based Product'. The program was enacted by the Congress to help reduce America's dependence on foreign oil. Under this program Federal Agencies are required to give preference to bio

based products when they make procurements.

? Distribution through top-tier retailers like Home Depot, Walmart, Strauss Auto, and Canadian Tire to name a few.

? TTI, a premier manufacturer with brands like Hoover, and Dirt Devil owns 23.5% of Green Earth Technologies.

? Strong, seasoned management team with technology, consumer brand building, and mergers/acquisitions experience.

? Little to no debt.

? With projected sales of close to \$200 million in 5-years time and applying a comparable industry multiple, we believe the shares are fairly valued at \$.75 even using a conservative discount factor of 30%.

G-OIL 5W-30 Bio-Based Synthetic Motor Oil

Green Earth's G-OIL Motor Oil was the world's first API SM certified bio-based motor oil.

G-OIL 4-Cycle GREEN Engine Oil & 2-Cycle Bio-Based Synthetic GREEN Engine Oil

Marine cleaning products are used for washing the boat and maintaining and cleaning the hull and bottoms, bilge, galleys, windows and engine rooms. Marine performance products maintain and protect a boat's engine. The size of the recreational marine market was roughly \$33 billion in 2008.

GREEN EARTH IN NEWS

· G-CLEAN® Welcomed into the NASCAR Green Family

· Green Earth Technologies' G-OIL® named "Official Motor Oil" of Daytona International Speedway and the DAYTONA 500®

· G-OIL Flies High At Daytona, Mike Bliss, John Smith Carry G-OIL into Daytona Competition

· Green Earth Technologies, Inc. announces the distribution of their outdoor power equipment oils,lubricants and stabilizers in lawn & garden departments at Walmart.

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