



FOR IMMEDIATE RELEASE:

ZR Energies Acquires Green Earth Africa in Support of the Good Earth Power 'Power for Good' Programme

Cape Town, South Africa -29th October, 2010 - Green Earth Africa has agreed to merge with ZR Energies Ltd to jointly roll out the Good Earth Power, 'Power for Good' programme across Africa.

The Power for Good programme combines unique business models and innovative technologies to drive economic growth and sustainable development in Africa. With a focus on long-term community development, the objective is to help break the cycle of poverty endemic in many regions. The programme will deploy commercially viable technologies in clean and renewable power generation, land development, and water resource management to generate real returns for the benefit of local, regional and national communities within the African continent.

"We are very pleased to have Nick Havercroft and the Green Earth Africa team on board." said Jason Rosamond, CEO of ZR Energies. "They bring invaluable on-the-ground experience that will allow us to apply the various components of our programme in the right places, in the right way and to maximum effect."

Green Earth Africa will continue operations with a specific focus on wildlife preservation with two exciting initiatives in Southern Africa. "This is a fantastic opportunity for Green Earth Africa to both accelerate and broaden the scope of our work under the Power for Good programme. We are very excited about the future and look forward to working with the Good Earth Power team." said Nick Havercroft, Chairman and Founder of Green Earth Africa.

About ZR Energies

ZR Energies is a Middle East based company focusing on the responsible development of natural resources with the aim of maximising returns for all stakeholders, in particular local communities at source.

About Green Earth Africa

Green Earth Africa is a global leader in environmental offsets trading. Specialising in carbon credits, wild life credits and water credits, the company seeks to conserve wildlife in Africa, prevent illegal logging and wildlife poaching and trafficking. Through the trade of gold standard credits and offsets, and sticking to the principles of cap and trade and the Kyoto protocol, Green Earth Africa is able to actively participate in reforestation projects, restocking of wildlife in areas where they were eliminated and help in local community development.

About Good Earth Power

Good Earth Power was established to roll-out the Power for Good programme. An initiative designed to leverage new technologies and business models to drive forward economic development and prosperity in Africa. The company's focus is on the responsible delivery of clean and renewable energy, the basic necessities of life - water, food, shelter, education, and healthcare - the development of self-sustaining market-based communities.

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