

## ***“OKIES” Rank High in Consumer Confidence across North America***

*Vancouver, B.C. – January 8, 2010 - Viridis Energy Inc* parent company of CPM ( Cypress Pacific Marketing) acknowledged today that their wood Fuel Pellet brand OKANAGAN PELLETS™ commonly referred to by consumers as “**Okies**” has grown exponentially in popularity and demand over the past 24 months. “The brand has achieved high praise and ranking by our customers and consumers”

“Okies” ( Okanagan Pellets™ ) has definitely become our # 1 Selling Pellet in North America “ comments Mr. W. Alex Robertson , Executive V.P. of Sales . “CPM believes our Brands of wood fuel pellets have been able to attain this high ranking in consumer confidence due to our unyielding commitment to high quality products, use of the purest raw materials(fiber) , timely deliveries, High Btu’s , low ash and an overall unparalleled product performance.” Mr. . Robertson further comments “**Okies**” as well as our other brands of pellets can attribute a great deal of their market success with the consumer because of the support and hard work of our independent dealer network across North America .”

### **What the consumer are saying about “OKIES” Okanagan Wood Pellets ;**

*“I had a chance to burn 1/2 ton this season. Very impressed. These pellets burn hot with very little ash. Compared to the other brands my dealer offers I liked these best. I ordered 5 tons for next season.”*

*“In a non-scientific test that I conducted using my Enviro Pellet stove, three bags of Okanagan pellet yielded 4.9 oz. of ash for three bags burned...the hottest pellets that I have ever burned! “*

*“I purchased 3 tons of Lignetics in April and then tried a bag of Okanagan’s a few weeks ago and I thought they were fantastic. I believe they were hotter than the Ligs”*

*“I’ve gone thru a ton of Okies this season, and I hate to say it, but I’m hooked for the same reasons as Glosta. .... but they are damn hot and clean. When the temps dip below zero along with a wind, the extra cost is irrelevant to me. So if I burn 5 tons a year, that’s \$150 extra to burn the good stuff. I’d waste that kind of cash on a couple of good dinners with the wife.”*

*“On Monday the temperature here dropped to about 9 above zero. My Mount Vernon AE set to Manual High and Normal convention blower speed (the highest heat output) kept the downstairs of our 3400 square foot house at 71 through the night and the upstairs at 73. The stove seems to put out noticeably more heat with the Okanagan’s pellets. My wife commented that the air coming out feels hotter; on the highest setting it’s uncomfortable to keep your hand in front of the exhaust due to the heat. Amazingly there is almost NO ash in the firebox after burning about 10 bags. “*

*“I burned 10 bags of the Okanagans last winter and they were by far the best pellet I burned”*

*“I burned about 3 tons of pellets last year. I can get LG’s for \$260.00, Maine Choice for \$275.00, Okanagan’s (awesome pellets) \$285.00. So, even if I purchase the Okanagan’s, it will cost me \$150.00 more to know that I have a great product and will have better heat and less ash.”*

*"The Okanagan's are ranked right up there as one of the leading 'Softwood' pellets available. They are tops in their class."*

*"I've never run the Barefoots, but the Okanagan's are like a high octane rocket fuel... very clean, very high heat output... the pellet even looks great, no little bits of bark... almost a shame to burn them they are so pretty..."*

*....." Our pellet stove is the main source of heat in my house, and I don't buy the cheapest fuel I can get because it's as important to me to keep my house warm as it is for an independent trucker to keep his rig on the road. That is why I burn Okanagan pellets," .....*

*..."Funny name, Great pellet..... Not all pellets are created equal..... Pellets so good, it's not even a fair fight.... They are almost too pretty to burn...."*

**What the consumer is saying:** These Comments or unsolicited from consumers and originate from the okanaganpellets.com site or from the public forum on the Hearth.com site . This is a partial listing. Many of these can be found in their entirety on [Hearth .com](http://Hearth.com)

Viridis Energy Inc. is a public company with a significant presence in this burgeoning industry. Viridis has established a business model which is unique in the industry and incorporates: Viridis currently supplies more than 5% of B.C.'s wood pellet output to North American customers. B.C. is the largest producer of wood pellets in Canada.

In 2009, Viridis Energy acquired **Cypress Pacific Marketing**, a Vancouver-based private company specializing in the distribution of premium softwood pellets. Cypress Pacific has been distributing premium, softwood pellets to the North American market for the past four years with four major brand names, they are the Okanagan Pellets™, Clean Burn™, Dragon Mountain™ and Surefire™.

**For further information contact us Viridis Energy /Cypress Pacific Marketing at 480-419-6792**

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