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**NEW GENERATION BIOFUELS' CHIEF EXECUTIVE OFFICER TO SPEAK  
AT EUEC 2010: 13<sup>th</sup> ANNUAL ENERGY & ENVIRONMENT CONFERENCE**

**- Key Industry Conference in the U.S. With More Than 2,000 Delegates Expected in Attendance -**

**COLUMBIA, Md., January 21, 2010 -- Renewable fuels provider New Generation Biofuels Holdings, Inc. (Nasdaq: [NGBF](#))** today announced that on February 2, 2010 NGBF's President and Chief Executive Officer, Mr. Cary Claiborne, will speak at the [EUEC 2010: 13<sup>th</sup> Annual Energy & Environment Conference](#), one of the most renowned annual meetings in the United States for energy and environment professionals. This year's EUEC is scheduled for February 1-3 and will be held at the Phoenix Convention Center in Phoenix, Arizona. More than 2,000 delegates, including environmental business leaders, energy executives, NGOs and government policymakers are anticipated to attend this year's event. In addition, experts from every major electric utility are expected to be represented at the conference.

The EUEC conference will enable senior management professionals to meet firsthand companies like, NGBF, that have viable technologies that can be immediately put to use in light of new proposed initiatives and legislation on climate change and renewable energy.

"I am pleased to be speaking and present at this year's EUEC, and look forward to meeting up with key energy executives at this must attend industry event," stated Mr. Cary Claiborne. "Our technology is a natural fit for companies seeking to lower their carbon footprint and can be readily implemented with lower capital investment. Our presence will enable us to promote our proprietary technology with companies in the energy industry that are seeking to be more compliant, especially those that are planning to be ahead of any potential legislation or stringent regulations that could come about in the near future."

Mr. Claiborne will present at Track H, titled "Biofuels, Biomass & Biogas" on Tuesday, February 2<sup>nd</sup> during 1-3 PM local time and will discuss via a presentation: "Second Generation, Proprietary Biofuel Emulsion Technology as a viable alternative to Biomass."

**About New Generation Biofuels, Holdings, Inc.**

New Generation Biofuels is a renewable fuels provider. New Generation Biofuels holds an exclusive license for North America, Central America and the Caribbean to commercialize proprietary technology to manufacture alternative biofuels from plant oils and animal fats that it markets as a new class of biofuel for power generation, commercial and industrial heating and marine use. The Company believes that its proprietary biofuel can provide a lower cost, renewable alternative energy source with significantly lower emissions than traditional fuels. New Generation Biofuels' business model calls for establishing direct sales from manufacturing plants that it may purchase or build and sublicensing its technology to qualified licensees.

**Forward Looking Statements**

*This news release contains forward-looking statements. These forward-looking statements concern our operations, prospects, plans, economic performance and financial condition and are based largely on our current beliefs and expectations. These statements involve known and unknown risks, uncertainties and other factors that may cause actual results to be materially different from any future results expressed or implied by such forward-looking statements. The risks and uncertainties related to our business include all the risks attendant an emerging growth development stage business in the volatile energy industry, including, without limitation, the risks set forth under the caption "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2008, and in subsequent filings with the Securities and Exchange Commission.*

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