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New Generation Biofuels' Chief Technology Officer to Speak at Power-Gen International 2009

Over 18,000 Attendees Expected At Renowned Power Industry Conference

Columbia, Maryland – November 30, 2009 – Renewable fuels provider New Generation Biofuels Holdings, Inc. (NasdaqCM: NGBF) today announced that on December 9, 2009 NGBF's Chief Technology Officer, Dr. Andrea Festuccia, will speak at [Power-Gen International](#) 2009, the world's largest power generation conference. The Company will also have a booth to exhibit its proprietary technology. Attendees are expected from 27 countries, including China, Brazil, Russia, Saudi Arabia, South Africa and Ecuador.

[Dr. Festuccia](#) will speak at a session titled "Biomass Fuels for Power Generation" and specifically address New Generations Biofuels' proprietary biofuel emulsion technology and the value it represents to the Power Generation Industry.

"With lower emissions, a smaller carbon footprint, and comparatively lower capital investment, our technology is a ready alternative that has a clear advantage over other renewable energy options," said Cary Claiborne, President and Chief Executive Officer. "In addition to sharing information on our emulsion technology at the Power industry's leading conference through Dr. Festuccia's attendance, we are pleased to be showcased among large companies in the power industry like GE, Pratt & Whitney and Cleaver-Brooks. Based on a survey from last year's conference, it should be noted that POWER-GEN is heralded as the key industry conference for the power industry and it happens to be the only show that many attendees come to each year. Also, on average, one out of two attendees plan on conducting business onsite with five exhibitors. We believe our presence will enable us to open new doors with companies in the power industry that are seeking profitable green solutions, something we can offer with our proprietary technology."

The Power-Gen International conference will take place in Las Vegas from December 8-10 at the Las Vegas Convention Center. Management from New Generation Biofuels will be available at the Company's booth to further explain the value of our emulsion technology.

To schedule an interview, please contact Kim Johnson
Email: kljohnson@newgenerationbiofuels.com
Phone: 816- 728-3533



New Generation Biofuels Booth: #N1-507

Session Title: Biomass Fuels for Power Generation
Presentation Time & Date: 12/9/09; 1:30 PM-3:30 PM

About New Generation Biofuels Holdings, Inc.

New Generation Biofuels is a development stage renewable fuels provider. We hold an exclusive license for North America, Central America and the Caribbean to commercialize proprietary technology to manufacture alternative biofuels from vegetable oils and animal fats that we market as a new class of biofuel for power generation, commercial and industrial heating and marine use. We believe our proprietary biofuel can provide a lower cost, renewable alternative energy source with significantly lower emissions than traditional fuels. Our business model calls for establishing direct sales from manufacturing plants that we may purchase or build and sublicensing our 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 a development stage business in the volatile energy industry, including, without limitation, the risks set forth under the caption "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended December 31, 2007 and in our Quarterly Reports on Form 10-Q for the quarters ended June 30, 2008 and September 30, 2008.

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