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## Press Release

Source: Ethos Environmental, Inc.

## Ethos FR(R) Helps Provide Cleaner Air

Tuesday January 15, 9:00 am ET

### Allied Waste Services of San Diego Dramatically Reduces Fleet Emissions by 71-Percent in Six Years of Participation in the Ethos FR(R) Program

SAN DIEGO, CA--(MARKET WIRE)--Jan 15, 2008 -- Ethos Environmental, Inc., (OTC BB: [ETE.V.OB](#) - [News](#)) a San Diego-based company, announced that Allied Waste Services of San Diego has dramatically decreased its San Diego county fleet emissions by 71 percent, in part through the use of Ethos FR®, a non-toxic and non-hazardous ester-based fuel reformulator. The fleet average opacity emission testing in 2007, was 6.32% compared with 21.6% in 2001, an impressive reduction in particulate matter.

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Six months after beginning the Ethos FR® program, Allied Waste's district manager, Jim Ambroso said the company received an Earth Day Corporate Award from the City of San Diego for what they had done for the environment. With the continued use of Ethos FR®, Allied has reduced atmosphere particulates from its Chula Vista fleet alone by more than 500 tons a year.

The Ethos FR® program implemented by Allied Waste runs in unmodified diesel engines and integrates easily with existing fueling

infrastructures. In addition to better engine performance, the Ethos FR® product reduces both fuel and maintenance costs, and is safe to handle.

Allied Waste Industries provides collection, recycling and disposal services to residential, commercial and industrial customers throughout the United States.

About Ethos Environmental, Inc.

Ethos Environmental, Inc., (OTC BB: [ETE.V.OB](#) - [News](#)) a San Diego-based corporation, is the manufacturer of award-winning fuel reformulating products that help industries meet environmental regulations and relieve skyrocketing fuel costs. By using Ethos FR®, commercial vehicles can increase fuel mileage between 7 percent and 19 percent while reducing harmful emissions by more than 30 percent. For more information about Ethos Environmental, Inc., visit [www.ethosfr.com](http://www.ethosfr.com).

Forward-Looking Statements

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