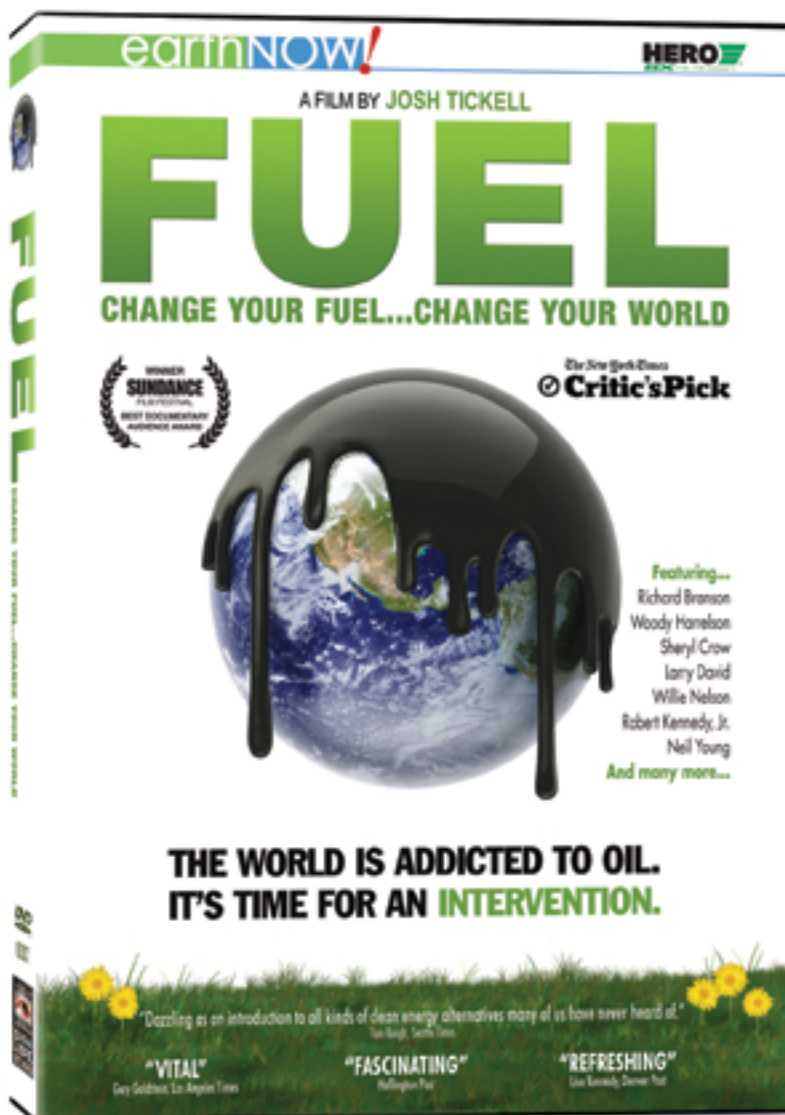




Presents
A Sundance Audience Award Winner



COMING TO DVD JUNE 22, 2010

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FUEL AWARDS

“Robert Redford said that ‘FUEL’ has an important message and that Sundance was *the place* to launch it. We love this film.”

Geoff Gilmore - Sundance Film Festival



The film won awards at the following:

- **Sundance Film Festival:** *Audience Award for Best Documentary*
- **Sedona Film Festival:** *Best Screenwriting*
- **Sedona Film Festival:** *Most Compelling Documentary*
- **AFI Dallas Film Festival:** *Current Energy Environmental Award*
- **GAIA Film Festival:** *Audience Award for Best Documentary*
- **Santa Cruz Film Festival:** *Producer's Award*
- **IVCA Clarion Award:** *for Corporate Social Responsibility*

A partial festival list of which FUEL is an Official Selection:

- **Cancun Film Festival**
- **Jerusalem Film Festival**
- **Green Screens Film Festival**
- **Sustainable Planet Film Festival**
- **Saint Louis Film Festival**
- **Santa Fe Film Festival**
- **Tallgrass Film Festival**
- **Montreal Film Festival**
- **Stockholm International Film Festival**
- **Zurich International Film Festival**
- **Bergen International Film Festival**
- **Eco Focus Film Festival**
- **International Documentary Film Festival**



Presented by:



“This film is FANTASTIC!”
- Jay Leno, *The Tonight Show*



ABOUT FUEL

FUEL is a comprehensive and entertaining look at energy in America: a history of where we have been, our present predicament and a solution to our dependence on foreign oil.

Rousing and reactionary, FUEL is an amazing, in-depth, personal journey of oil use and abuse as it examines wide-ranging energy solutions other than oil, the faltering US auto and petroleum industries, and the latest stirrings of the American mindset toward alternative energy.

Josh Tickell's stirring, radical and multi-award winning FUEL may be known by some as the "little energy documentary," but in truth, it's a powerful portrait of America's overwhelming addiction to, and reliance on, oil. Having been born and raised in one of the USA's most oil producing regions, he saw first hand how the industry controls, deceives and damages the country, its people and the environment, and after one too many people he knew became sick, Tickell knew he just couldn't idly stand by any longer. He decided to make a film, focusing both on the knowledge and insight he discovered, but also giving hope that solutions are at reach. A 'regular guy' who felt he could make a difference, he spent 11 years making his movie, showing himself – and others – that an individual can indeed make a difference.

As first time director and narrator of the film, Tickell offers a virtual tour guide through the drama of fuel, the history, the politics, the mess that the world is in and the fascinating alternatives for a way out. In the movie, he interviews politicians, historians, professors and a sprinkling of activist celebrities, all of whom have their own take on one of the most important and pressing concerns of the modern era. Interviews with a wide range of environmentalists, policy makers and educators, along with such "green" celebrities as Woody Harrelson, Sheryl Crow and Larry Hagman offer serious fuel for thought.

FUEL encourages the discussion about the consequences of abusing our oil resources. Especially now, during this moment of "Change" going on in our country, it is extremely important to examine all the factors that have contributed to not only the economic meltdown, but also the environmental crisis and this country's position in the world. And now as Americans look for answers and seek accountability, FUEL can help break the discussion wide open as it exposes the shocking connections between the auto industry, the oil industry and government, while exploring alternative energies such as solar wind, electricity and non-food based biofuels.

CONTINUED NEXT PAGE



**“Everyone needs
to see this film.”**
- Peter Fonda

ABOUT FUEL CONTINUED

FUEL is an example of the social movement that is going on in the country. As our government seeks to bail out the auto industry and our new President speaks of investing in alternative energies as the way of our future and creating green industries, FUEL challenges the audience to make a change and seek accountability, reinforcing the idea that the power of every individual can and will make a difference.

FOR HIGH RESOLUTION PHOTOS

Go to www.thefuelfilm.com, under the drop-down menu MEDIA select PHOTOS. The first photo that will show up is the FUEL Poster, beneath the poster, scroll through the Press Stills and then click LINK in the lower right corner of the main window. Click ALL SIZES and select Original to download the high res version.

RUNNING TIME

111 minutes

RATING

This film is not rated

WEBSITE

www.thefuelfilm.com

NUMBER OF YEARS IN PRODUCTION

11 Years



WHAT THE PEOPLE ARE SAYING



Out of 452 people surveyed:

BEFORE seeing **FUEL**

0% knew that toxic diesel emissions are 4x stronger inside school buses than outside and cause health problems for kids

6% knew that biodiesel can be made sustainably and poured straight into any diesel engine

10% intended to buy a non-fossil fuel burning car

99% said they were concerned about the United States dependence on oil

AFTER seeing **FUEL**

100% plan to take action to get their community to go green, and support their schools to use non-toxic sustainable fuels

97% believe that our media is not telling us the full story on oil and biofuels

100% plan to buy a non-fossil fuel burning car

93% believe that America could produce all of its own fuel within 20 years

100% SAID THEY WOULD RECOMMEND FUEL TO THEIR FRIENDS

*From surveys taken in Dallas, New York and Los Angeles .
People surveyed were a cross-section of men, women,
Liberal, Middle-of-the road, and Conservative.*

Presented by:
HERO
EX FUEL FOR HUMANITY



WHAT THE PRESS IS SAYING

“Fuel is a vital, superbly assembled documentary...doesn’t dwell on muckraking, however; it’s more focused on broadly inspiring viewers than preaching to the converted....Smartly animated interstitials, memorable archival material and a lively soundtrack round out the fast-paced proceedings.”

LOS ANGELES TIMES

“Dynamic and persuasive. It’s a must-see, and not just for environmentalists.”

SEATTLE TIMES

“...FUEL addresses the issues of alternative energy and biofuels with its own kind of forward momentum....the films’ sentiments are clean and very, very green. Tickell knows how to grab an audience that’s either indifferent or disinclined to partake of the debate over America’s oil dependence and makes the substantial point that reliance on the Middle East and OPEC makes the country more vulnerable than it would be if it moved into alternative fuels. “Oil is the lifeblood of our society,” he says, before mounting a good argument about why that doesn’t have to be.”

VARIETY

“...If you are a fan of *An Inconvenient Truth*, *SICKO*, or any Michael Moore-esque film than you are going to love this film. It urges the power of the vote, the power of change, and the power of you. You have the momentum to make certain changes that can impact this world. We are currently in a war where most Americans think it is for the control of oil. This film just gives the voice that this war is not needed and we do not need oil – we can use biodiesel fuel made from corn, wood chips, algae and alleviate the pressure we put on this earth.

Final say: watch the film, learn from it, and make it happen.”

MTV MOVIES

“Sweeping and exhilarating, Tickell’s passionate film goes beyond great storytelling; it rings out like a bell that stirs consciousness and makes individual action suddenly seem consequential.”

SUNDANCE FILM FESTIVAL



“Tickell knows how to
grab an audience.”

John Anderson
VARIETY



JOSH TICKELL FILMMAKER & ENVIRONMENTALIST

Growing up amongst the oil refineries in Louisiana, Josh Tickell experienced the impacts of dirty oil processing at a young age. After watching members of his family suffer from pollution-related cancers, Tickell began a lifelong quest to find sustainable, clean energy sources.

In 1997, Tickell set out on the road with a biodiesel powered “Veggie Van” and a video camera and began filming what would eventually become known as FUEL, the 2008 Sundance Audience Award winning documentary film that investigates the possible replacement of fossil fuels with renewable energy. Over the course of his 11 year journey, Tickell traveled the world going to over 25 countries, authored two books, founded a nonprofit organization, and jump-started America’s biodiesel movement.

Tickell's Veggie Van Organization was selected by President Bill Clinton as an inaugural part of his Global Initiative on Climate Change. The organization serves to educate people about sustainable energy and provide pathways for integrating sustainable energy into homes, communities, cities, states and ultimately nations.

He holds an undergraduate degree in Sustainable Living from the New College of South Florida and an MFA in Film from FSU’s School of Motion Picture Television and Recording Arts.



Q&A WITH FILMMAKER JOSH TICKELL OF FUEL

Q: What inspired you to make FUEL?

A: I made FUEL to show that there is a way for us to have all the energy we need without compromising peace and freedom.

Q: What were some of the challenges and obstacles in making this film, and how did you overcome them?

A: Ten years ago, when I set out to make this film, the biggest challenge I had was getting people to buy into the idea that a movie could make a significant contribution to the world. But my green community saw the validity of these ideas, and with their encouragement I have overcome many obstacles along the way.

Until recently, documentaries weren't seen as vehicles for social change. That rapidly changed with Fahrenheit 9/11, Supersize Me, Born into Brothels and especially with An Inconvenient Truth. Suddenly, the little energy documentary I'd been working on for a decade became hot.

By the end of this year when the film will be presented in theaters all over the country, the ideas and concepts in FUEL will become mainstream. That's a powerful shift.

Q: How did your vision for the film change over the course of the pre-production, production and post-production processes?

A: I wanted to make a film about the serious challenges we face and ultimately about the power of every individual to make a difference.

The biggest challenge came after we won the audience award at Sundance. It was at that time that two camps emerged - those that loved biofuels and those that thought biofuels were awful. I made the difficult choice to re-cut the movie to incorporate not just the controversy around biofuels, but also the other energy solutions that exist. Like any renovation, we started re-cutting with an eye toward repairing a few flaws and ended up knee deep in a complete re-edit. The film that emerged kept the heart of the original movie, but was different enough in content and scope that it merited a new name and a new launch. Hence FUEL was born. Everyone who has seen both films agrees that it was worth the risk, the time and the energy to make the new movie.

Q: What is next for you?

A: My team and I are taking the film on a 25-city tour across the United States this year. We will travel in a convoy of biodiesel vehicles that will go to universities, schools, town halls and political events. Our goal is to "green the vote" of America by getting everyday people, along with politicians and energy companies, to sign onto a 10-year plan that will transition America to renewable energy.



REBECCA HARRELL PRODUCER, MARKETING DIRECTOR & MUSICIAN

Rebecca Harrell is a producer, marketing director and musician who specializes in youth activism, education and the environment. She produced the Academy Award Shortlisted and Sundance Audience Award Winning documentary film, FUEL. She co-directs The Veggie Van Organization, a national nonprofit dedicated to education around sustainable energy. Working with a national team of experts and organizations including Jane Goodall's Roots and Shoots program, Harrell is responsible for directing the creation of the first nationally accredited green curriculum, which will be available to all high schools for free this year.

Harrell is an accomplished musician. Her song, 'Drive,' which she wrote and performed in the movie FUEL, was shortlisted for an Academy Award.

Harrell is the executive producer of "The End of Hunger," a documentary journey into the devastating reality of hunger and how we can solve it on a global level.

In 2004, Harrell co-founded The Eleanor Group, a California-based marketing company that raises money for schools and non-profit organizations. Her client list includes the LA Unified School District and the American Cancer Society. She has spoken to and trained over 10,000 teens and teachers throughout Southern California in the art of fundraising and positioning.

Harrell also has extensive experience in the entertainment industry. She has starred in numerous films and television shows including the Christmas classic Prancer and NBC's "Third Watch". Harrell, who grew up in Vermont, is engaged to Josh Tickell, Director of FUEL. They travel and work together promoting the use of green energy.



HIGHLIGHTED CAST



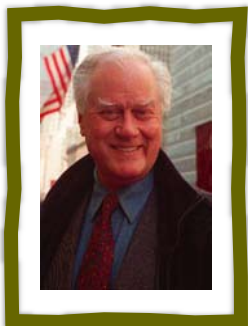
**Richard
BRANSON**



**Woody
HARRELSON**



**Julia
ROBERTS**



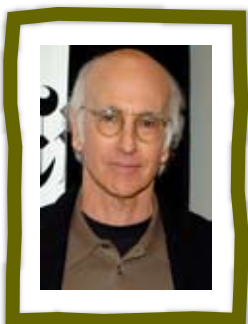
**Larry
HAGMAN**



**Sheryl
CROW**



**Robert
KENNEDY JR**



**Larry
DAVID**



**Willy
NELSON**



**Neil
YOUNG**



COMPLETE CAST LIST

Kim Adelman - Founder, Plug-In Conversions Corporation
Ray Allen - CEO and President, Emerald Energy
Orjan Aslund - PR Manager Saab in Sweden
William Baggett - Attorney, Baggett, McCall, Burgess, Watson & Gaughan
Brent Baker - Founder, Tri-State Biodiesel
Roger Ballentine - Founder and President, Green Strategies
Wayne Barnes - Driver, Tri-state Biodiesel
Isaac Berzin - Chief Technology Officer/Co Founder - Greenfield Technologies
Dieter Bockeye - Head of U.F.O.B (Union Farmers of Biofuels)
Dan Borne - President, Louisiana Chemical Association
Barbara Boxer - California Senator
Richard Branson - Founder of Virgin
Collete Brooks - Founder, Bio-Bling, LA Biodiesel Co-Op
Ken Caldeira - Climate Scientist, Global Ecology, Carnegie Inst. for Science
Dr. Colin Campbell - Oil Geologist & Author
Sally Comeaux- Resident, Mossville Louisiana
Carl Cornelius - Owner, Carl's Corner Truckstop, Carl's Corner, Texas
Dr. Ray Cross - President, Morrisville State College
Sheryl Crow - Singer/Songwriter
Larry David - Actor/Comedian
Laurie David - Producer/Activist, An Inconvenient Truth, NRDC
Paul Davis - Beach Supervisor, City of Santa Monica, California
John Paul DeJoria - Co-Founder, Paul Mitchell Systems
Harrison Dillon - President and Chief Technology Officer, Solazyme Inc.
Deborah Dupre - Josh Tickell's Mother
Dickson Despommier - Professor of Microbiology, Columbia University
Eliot Engel - Congressman, New York (D)
Helena Fornstedt - Information Manager, Statoil Fueling Stations
Dr. Hermann Franssen - President, International Energy Associates
James F. Gennaro - Chairman, Environmental Protection, NYC Council
Doug Gherig - McDonald's Owner & Biodiesel User
Tourog Grondslim - General Manager, Ford of Sweden
Larry Hagman - Actor/Environmentalist
Joe Harberg - Partner and CEO, Current Energy
Woody Harrelson - Actor/Environmentalist
Kenneth T. Hem - Chairman & CEO, Nova Biosource Fuels, Inc. (NBF)
Jim Hightower - Former Texas Agriculture Commissioner
Oliver Houck - Professor of Law, Tulane University
Dan Hyde - Fleet & Transportation Services Manager, City of Las Vegas
Jay Inslee - Washington State Congressman
Van Jones - President, Green for All
Dr. Dan Kammen - Professor, Energy Resources Group, UC Berkeley
Robert Kennedy Jr - Attorney/Environmentalist, River Keeper Alliance
Vinod Khosla - Founder, Khosla Ventures
John King - Emerald Energy
Dr. David Kittelson - Mechanical Engineering Professor
Gordon LeBlanc Jr. - CEO, PetroSun
Dr. Gal Luft - Executive Director, Institute for the Analysis of Global Security
Bill Mack - DJ, Open Road Show- XM Radio
Robert McCormick - Senior Fuels Engineer - National Renewable Energy Lab
John McElroy - Host, Autoline Detroit
Robert "Bud" McFarlane - Former National Security Advisor - Reagan Admin
Herb Meyer - Former CIA Secretary
Mark Mills - Driver, Tri-state Biodiesel
Dr. William Moomaw - Professor Environmental Policy, Tufts University
Willie Nelson - Musician/Biodiesel Activist
Michael Noble - Executive Director, Fresh Energy
Par Reijam - Political Advisor, Sweden
Julia Roberts - Actress/Environmental Activist
Florence Robinson - Founder, North Baton Rouge Environmental Assoc.
Anders Roth - Environmental Manager - Gutenberg, Sweden
Chris Sanders - President, Sanders Research Assoc.
Michael Schmidt aka "Smudo" - Singer, Biodiesel Racecar Driver
Frederick Scholander - Taxi Driver, Sweden
Dr. William Shepard - Author & Professor - Renewable Energy
Matthew R. Simmons - Chairman, Simmons & Co. International
Levinia Smith - Clark County School District, Bus Driver
Dr. Gina Solomon PhD/MD - Assoc. Director, UCSF
Lena Sommestad - Former Minister of the Environment, Sweden
Petra Sprick - Secretary General, German Biodiesel Association
Josh Tickell - Director, Activist, Author, FUEL
Michael Totten - Chief Advisor, Conservation International
Tony Tracy, Chairman & CEO of Perf Go Green, Holdings
Jim Walker - President of the American Wind Energy Association
Dave Williamson - Orange Diesel
Jonathan Wolfson - Chief Executive Officer - Solazyme Inc.
Parker Wondries - 4th Generation WONDRIES Car Dealership Owner
James Woolsey - Former CIA Director (1993-1995)
Neil Young - Musician/Environmental Activist
Beth Zilbert - Attorney at Law, Lake Charles Resident



**“If you’re into education,
you can’t refuse to watch
this film..”**

*Andrea Farmer
Atlanta, Georgia*

WHAT THE SCHOOLS ARE SAYING

“Every little bit of this film will make a big difference. I was really inspired. It makes you want to go do your part.”

Betty Carpenter

Olathe Unified School District 233, Kansas

“This movie gave me hope for future generations to come, and real things that we can do now. Definitely incorporate this film into your school program.”

Evangeline Avila

East Side Union High School District, San Jose, California

“I loved your movie! It was fantastic! I will definitely, definitely recommend this film to everyone I know.”

Ramona Lewis

Adams County School District 50, Westminster, Colorado

“I was jumping out of my seat! Every school needs to show this to their classes!”

Deborah Davonport

Atlanta Public Schools, Georgia

“I think more people should see this right now, and do something immediately.”

Barbara Bowers

Howard County Public School Systems, Maryland

“It’s something I want to bring back, and tell everyone at the school about.”

Alicia Boykin

Mansfield Unified School District, Dallas Fort Worth, Texas

“Awesome. The production and the photography and the music kept my attention the whole time.”

Jean Ann Allhoff

Arlington Public Schools, Virginia

“It was wonderful to learn that there is something we can do. This film made it all come full circle for me.”

Carol Allen

North Platte Public Schools, Nebraska

“It is something to pass on to my children and grandchildren. Thank you for what you did.”

Francina Baldi

Frederick County Public Schools, Maryland

“I definitely recommend this to schools. Watch this film and learn how to save money, and the environment while you’re at it.”

Cindy Nester

Cottonwood Oak Creek School District, Arizona

“It will inspire kids to make a difference for our environment. It will make a big impression on teachers and parents too!”

Andrea Lee

Cottonwood Oak Creek School District, Arizona

Presented by:





"It's a masterful film."
- Paul Hawkin

MAIN PRODUCTION CREDITS



The FUEL team
accepting the
Audience Award
at the Sundance
Film Festival.

Directed by
Josh Tickell

Written by
Johnny O'hara

Produced by
Greg Reitman
Dale Rosenbloom
Daniel Assael
Darius Fisher
Rebecca Harrell

Executive Produced by
Pat Black III
John Paul DeJoria
Janet Morrow
Robbie Little
Stephen Nemeth
John Goldsmith

Director of Photography
James Mulryan

Editors
Tina Imahara
Michael Horwitz

Music Supervisor
Mike Meeker

Music Composed by
Ryan Demaree
Edgar Rothermich

Co-Produced by
Greg McClatchy
Hans Pausch
Todd Sali
Kevin Vickery