



For Immediate Release

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PACIFIC BIODIESEL HIRES MKTX TO PROVIDE STRATEGIC AND TACTICAL MARKETING COMMUNICATIONS SUPPORT

BEAVERTON, Ore., January 24, 2008—MKTX, Inc., a full-service marketing communications firm, announced that it has been commissioned by Pacific Biodiesel, Inc., a pioneer and leading advocate for the establishment of community-based biodiesel, to develop a variety of marketing communication materials including the enhancement of Pacific Biodiesel's website, trade show display, and advertising initiatives.

Hawaii-based Pacific Biodiesel has developed its business to include all aspects of biodiesel, from feedstock collection and fuel production to fuel distribution to plant design and engineering services. The company has built biodiesel plants in the United States and Japan, and manages plants in Hawaii, Oregon, and Texas. Prompting the big marketing push was the creation of a separate technology services division, Pacific Biodiesel Technologies, LLC, now headquartered in Salem, Oregon.

"We started out with an immediate need for a print ad, and MKTX made a wonderful presentation, focusing on one of our biggest promotional assets, www.biodiesel.com. I really appreciated how fast they came through with the goods," said Kelly King, Pacific Biodiesel's Director of Marketing. "I believe their motivation comes from an understanding of our concept of sustainable, community-based business and a deep commitment to issues they care about."

Since its formation in 1998, MKTX has served business-to-business clients, raising visibility and supporting sales growth for a variety of companies including software and information systems, embedded computing, test-and-measurement, information displays, healthcare, and industrial manufacturing. For more information, go to www.mktx.com.

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