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## **With A Line Of Lubricant Products And A Line Of Detergent Products That Are Biodegradable, Non-Toxic And Environment Friendly As Well As Competitively Priced, Green Earth Technologies, Inc. Is Setting A New Standard For Consumer Products**

**Environmentally Friendly  
 Consumer Services  
 (GETG-OTCPK)**



**William J. (Jeff) Marshall  
 Chairman and CEO**

**BIO:**

Mr. Marshall has worked with high growth technology companies for over 30 years. His experience has come from working with leading technology companies in marketing, brand development, financings, and technology development. Mr. Marshall has worked with companies such as QuantumClean, Insoft, Netscape, Network Equipment Technologies, Puresoft, Remedy, Synoptics, and Wellfleet. In addition, he has been involved with financings and advisory work for Ascend Technology Acquisition Inc. (ATAC), TransIndia Health Care, Transforma Technology, Intermedia Communications, LCI International, MFS Communications, MTEL, Xyplex, and Qualcomm. Some of the most notable companies he has invested in as a top Venture

Capitalist in the past have been Foundry Networks, Inc. (FDRY), DynamicSoft Inc. now (CSCO), Internet Devices Inc. now (Alcatel), Qtera Inc. now (NT), Berkeley Networks, Inc. (MONI), Sonoma Systems, Inc. now (NT), IPIVOT, Inc. now (INTC), CBeyond Communications, Inc. (CBEY) and Axsun Technologies, Inc. He also initiated and advised the Nortel acquisition of Bay Networks for \$7 Billion.

Mr. Marshall most recently served as Managing Partner of CRT Private Equity, the private equity investment arm of CRT Capital Group. Prior to CRT Private Equity, he was Senior Managing Partner at VantagePoint Venture Partners with over \$3.5 Billion under management and 4 technology investment funds. Prior to VantagePoint, Mr. Marshall spent 11 years at Bear Stearns Co., directing the company's technology strategies, as Senior Managing Director, Chief Technology Officer and Head of the Communications Technologies Group (CTG). He also worked with the Corporate Finance and Technology Group while at Bear Stearns on IPO's, M&A, and Strategic Advisory business with clients in the technology arena. He was the firm's primary venture capital interface and was an advisor to many of the top tier venture capital firms in the country. Mr. Marshall has had extensive working relationships with many of the top growth equity companies in the country. Prior to Bear Stearns, Mr. Marshall spent 10 years at MCI Communications, Inc. during its initial high growth years in the late 70's where the company doubled revenues year over year to over \$4.5 Billion in revenues by 1986.

Mr. Marshall was a member of the board of directors of the Securities Industry Association Technology Committee. He is a graduate of New York University in Finance and Computer Applications and Information Systems (B.S.), and the Harvard Management Program in Strategic Technology and Business Development.

**Company Profile:**

Green Earth Technologies, Inc. (OTCPK: GETG) produces G-branded superior performing green products made with American-grown base oils that utilize the power of nanotechnology to deliver environmentally friendly products with no compromise... meaning, consumers can now "do their part" without having to give up performance or value: Save the Earth - Sacrifice Nothing(R) is the Company's tagline. The G-brand family of products include G-OIL(R), G-LUBE (TM), G-WASH(TM), G-GLASS(TM), G-CLEAN(TM), G-SCENT(TM), G-WHEEL(TM), G-FUEL(TM) and G-TIRE(TM), and are offered in a wide range of automotive categories including performance and appearance chemicals. GET products are now available at The Home Depot, Meijers, Kroger, Albertson's, Giant, Shop Rite, VIP, National Auto, Fred Meyer, participating ACE & True Value dealers, Redners, Trader Horns, The Andersons, Biggs, Bennett Auto, Frank's Auto Supermarket, Do It Best and Amazon.com.

**Interview conducted by:  
 Lynn Fosse, Senior Editor  
 CEOCFOinterviews.com**

**CEOCFO:** Mr. Marshall: you have a long and varied history in the business world; why are you with Green Earth Technologies today?

**Mr. Marshall:** I think it is important for the world to recognize that the opportunity to have a choice in green consumer products is among us. We focus on providing green solutions to remove the need for foreign oil. We provide a whole product line full of lubricant products and they are all natural biodegradable that meet the rigorous testing of the American Petroleum Institute as well as those manufacturers out there that require high performance beyond synthetic type lubrication. We also provide an all-natural set of detergent products such as Power Wash, Boat Wash, also automobile appearance products and we provide a solution for detergents in the power-washing world. Our deck wash, mold degreaser products are used in power-washing equipment. We are also focused on marine applications such as bilge cleaners, salt remover, marine oils and various cleaning products. The reason why I am here is that I really believe in the environment and want to provide solutions that people don't have to pay a premium for, but can provide higher performance at an equivalent price of the toxic materials.

**CEOCFO:** Green Earth has a pending patent; tell us about your technologies and what is it that you have that is different?

**Mr. Marshall:** We have two technologies. One technology is focused on lubricants, and the other is on detergent products. The first is our nano based molecule that provides better performance lubricant products. That technology is very small. It is four nanometers. Imagine a dirt particle or a carbon particle the size of a basketball as opposed to our particle, which is as small as the tip of a pin relative to the basketball. The other technology is based on plant oils where we use **micellar** nanoparticles to perform certain characteristics that can clean dust particles, dirt particles, and repel water. A macellar is a very small particle that is essentially an all-natural particle that can absorb materials and can deter and repel materials such as dirt. So we use that in an all-natural way interfaced with plant oils and those would be things like citrus products, and cactus skins. Those particles do an enormous favor to the envi-

ronment because they don't have any toxic materials. We do things in an all-natural way. Those two technologies form the foundation of our company and from them we are able to produce multiple products. Therefore, we carved out the two product sets into performance products, which would be our oil products and our detergent products, which we call appearance products.

**CEOCFO:** Typically, green products are more expensive; how are you able to price your products competitively with current products on the market?

**Mr. Marshall:** We are not using high-priced toxic materials number one, and our manufacturing processes are lean, so we can afford to price our products similar to toxic products and price it in a way that market neutral. Our tag line 'Saved the earth and sacrificed nothing' is really poignant in that it provides an opportu-

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- William J. (Jeff) Marshall

nity to help the environment, get off foreign oil, but at the same time get superior performance and not sacrifice in price.

**CEOCFO:** Who is using your products today?

**Mr. Marshall:** Today we have many consumers using our products. They are washing their cars, things that you do around your house like cut your grass, cut down your trees, trim your grass, power wash the side of your house, clean your deck, change the oil on your car, make your tires shine. We surround the house with products that are environmentally safe that can perform better than anything else on the market. We are also having the unique experience, as we also have the ability to go outside the surroundings of your house into the marine world now with products for everything that surrounds your boat. That would include cleaning your bilge, or washing your boat as well as the lubricants needed to run

your outboard motor. We also provide products to make your boat repel water and salt. Those various products are launching as we speak. The next set of consumers beyond that are bulk consumers, such as fast lube operators, car dealerships, military, government agencies to provide a bio-alternative to the products that they consume. We have been gearing up to be able to provide bulk solutions for large customers, such as fleets, ferry operators, tug-boat operators that have a real need for high-performance all-natural lubricants and appearance products.

**CEOCFO:** How do you reach your customers--both consumer and commercial?

**Mr. Marshall:** On the consumer side, we work with our various retailers such as the Home Depot and 32 major retailers including Amazon. We work with those retailers to get our word out and provide End-Cap, Signage. At the end of the isles you will see G-branded products appear in various stores and retailers. Then on the bulk side we advertise in many industrial magazines. We have appeared in Road & Track for the racing industry, as we have developed a racing oil that is used in various race applications. These are very high-performance demanding race application such as The American Le Mans series. We are the oil sponsor there, so we get our word out about G branded products at race tracks around the country. We also have a very large international partner, TTI International and they help support our products worldwide. They own products and brands such as Homelite, Hoover, and Dirt Devil, so we work with them to promote our two products with their products.

**CEOCFO:** Would you like to see a different breakdown between consumer and commercial; do you have a balance in mind?

**Mr. Marshall:** We would like to have a 50/50 balance for industrial applications as well as consumer applications. We have a number of large opportunities in the industrial world, so we are just embarking on that now. Today most of our

revenue comes from consumer applications and we are beginning the industrial commercial applications as we speak. I would imagine over the next couple of years it will get well balanced on the 50/50 level of opportunity.

**CEOCFO:** Is there brand recognition at this point; are consumers buying because it is G brand?

**Mr. Marshall:** We are getting very good brand awareness as many consumers are thinking green and doing the right thing for the environment. So our G-brand fits really in line with that. In addition to that we are getting a lot of awareness in green initiatives coming out of the government. Obviously President Obama would like more jobs created in the green world and we are kind of the poster child there. The G brand is going a long way to promote helping green climate initiatives. Our two cycle products for example reduce emissions by 75% and so the EPA mandates about reducing emissions we fit squarely in line with that with our G products. You would be surprised how many consumers out there really understand that they need to do their part in the green initiative and they recognize that the G brand is the first mover and shaker in the consumer products, particularly in lubricants and obviously in appearance.

**CEOCFO:** Where do you manufacture?

**Mr. Marshall:** Today we manufacture in four areas. We operate out of Detroit, Philadelphia and another city near Detroit. This is where we do a lot of our blending. We do a lot of our bottling in Illinois, so we are able to ship nationwide from all 4 areas.

**CEOCFO:** Do you have enough facilities for the expected growth or do you need to increase in that area?

**Mr. Marshall:** We have been working for the last six months on building our

capacity to meet any demand. This month I think we are fairly well suited to have enough capacity to reach the next four or five years.

**CEOCFO:** Are you looking at additional technologies?

**Mr. Marshall:** We are always looking at additional technologies. For example, we are looking at various green plastic applications where a lot of the landfills tend to end up with plastic bags. We are looking at various technologies that can promote green, but they all need to be American made and biodegradable. From time to time we do get very creative technologists that come to us that want us to brand their ideas and so we are very open to any new green idea. Therefore, if any of your readers get a green solution that is American made, we will be happy to entertain branding it and taking it to market.

**CEOCFO:** What is the financial picture like for the Green Earth today?

**Mr. Marshall:** We are a new company, and well financed. We are going international at this time, so as we start shipping internationally our financial means for distributing our products is being looked at now such as credit facilities, etc. We are financially stable and poised to grow.

**CEOCFO:** Why should potential investors pay attention?

**Mr. Marshall:** Any new investor looking at the various green companies out there, particularly in clean technologies, they need to look for brand, and they need to look for management skill sets that can meet the market. With growth opportunities in the green movement, such as solar, electric car and wind companies, as well as the various nanotechnologies that are starting to emerge, we fit right in the clean tech spectrum. Plus we are building brand. We are kind of a green P&G if you

will, branding our products and getting out to market. So if your investor base is looking for opportunities for growth, we are a growth oriented company.

**CEOCFO:** What might investors or potential investors miss that they should understand about the company?

**Mr. Marshall:** If they are really looking at us deeply what they may not appreciate is our marketing skill set and our backgrounds. We have many years of building companies and multibillion dollar brands. So one of the things that investors might want to look at is our background skill sets and that is provided on our website.

**CEOCFO:** What is the competitive landscape?

**Mr. Marshall:** In the lubricant line we are the only biodegradable lubricant out there. On the appearance products there are a number of appearance products emerging, but we have taken a very deep focus on particular segments where we don't have competition. For example, on our power wash detergent products we are the only product for example that is an all ultimate biodegradable organic certified product for use with power washers. So that is a consumable branded product that is really one of the only products on the market without competition.

**CEOCFO:** Final thoughts, what should readers remember most about Green Earth Technologies?

**Mr. Marshall:** One of the things I would like people to remember most is that we were first in the green lubricant market. We are a green innovation company with the first innovation in the lubricant business in over 35 years. So our innovation and technology has now gone commercial and we are out in stores in thirty-two major retailers and you can buy our products right now on Amazon.

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