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Renewable Energy Entrepreneur Bill Davis Joins Sierra Energy Board of Advisors

DAVIS, California – November 29, 2011 - Sierra Energy, a waste gasification and renewable energy company, announced today that renewable energy entrepreneur Bill Davis has joined its Board of Advisors. Currently a managing partner at Empirical Asset Management, Mr. Davis was founder and CEO of Ze-gen, a waste gasification and renewable energy company.

“Mr. Davis’ strong renewable energy startup track record and financing experience will provide invaluable strategic insight to Sierra Energy as we move to the next phase of our growth,” said Mike Hart, president and CEO of Sierra Energy. “I have great admiration for Bill and look forward to the tremendous value that he will bring to our company.

Under Mr. Davis’ leadership, Ze-gen successfully raised \$35 million through three equity rounds, demonstrated its proprietary technology, and recruited a world-class management team and advisory board. Prior to founding Ze-gen, Mr. Davis’ career in business has included launching numerous companies: Database Marketing Corporation in 1986, Holland Mark in 1997, and Cambridge Brand Analytics in 2003. Mr. Davis serves on the President’s Council for CERES, and an advisory panel to Clinton Global Initiative.

“The waste gasification industry has struggled to find a cost-effective and comprehensive gasifier. Sierra Energy has the potential to fill that technology gap and provide a truly universal gasifier.” said Mr. Davis, “I am looking forward to being a part of its progress.”

“Bill Davis’ understanding of the waste conversion market and deep industry experience will make him a terrific addition to Sierra Energy’s Advisory Board,” said Nicole Woosley Biggart, Sierra Energy Advisory Board Chair and UC Davis Professor of Management and Sociology.

About Sierra Energy

Sierra Energy is commercializing its FastOx gasifier; which converts waste and recovers energy more economically and on a grander scale than other waste conversion technologies. This is achieved by its simple design; a derivative of the blast furnace. For more information, visit our website at www.SierraEnergyCorp.com.

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