



For Immediate Release

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Top Importer and Distributor Baldor Specialty Foods Goes Green with Oorja Protonics' High-Efficiency Methanol Fuel Cells

Bronx, NY – October 26, 2011– Baldor Specialty Foods and Oorja Protonics Inc. announced today that Oorja will install fifty OorjaPac Fuel Cell Systems at Baldor's Bronx, New York facility. The OorjaPac will function as a clean and highly efficient energy source for Baldor's fleet of battery operated material handling equipment, significantly reducing the company's dependence on the public electric grid and minimizing its carbon footprint.

The OorjaPac family of fuel cell products operates on widely available and low-cost liquid alcohol fuel. The fuel cell installed on the equipment provides the additional benefit of minimal infrastructure requirement thus making it attractive for both existing and new facilities with a very attractive payback. Committed to sustainability, all components of the OorjaPac are produced in the United States.

"Baldor Foods is excited to be working with Oorja to help us achieve our corporate sustainability goals. We are very impressed by the technology, as it is environmentally friendly and will also help us save cost and improve productivity. We are confident that Baldor's leadership as an adopter of innovative technology will attract like-industry peers in the Hunts Point industrial park such as the produce, fish and meat markets and other material handling industries that are looking to help the environment while reducing their energy costs." said Michael T. Muzyk, President of Baldor Specialty Foods.

"We feel that this marks the beginning of an alliance between Oorja and Baldor based on common goals of achieving leadership in individual industries by enhancing productivity standards. We look forward to a long lasting relationship," said Dr. Sanjiv Malhotra, CEO and President of Oorja Protonics, Inc.

The OorjaPac installations will begin early next year and will be fully operational by mid 2012.

About Baldor Specialty Foods

Founded in 1991, Baldor Specialty Foods, Inc. is one of the largest importers and distributors of fresh produce and specialty foods in the Northeast. Baldor is located in an energy efficient 180,000 sq. ft. space in the Hunts Point Section of the Bronx, NY, with 55 loading docks and 180 refrigerated delivery trucks. An additional 13,000 sq. ft. facility is located in Chelsea, MA. Baldor services restaurants, retail food stores, hotels and other food industry outlets. <http://www.baldorfood.com>

About Oorja Protonics

Founded in 2005, Oorja Protonics is the leader in providing reliable and economical liquid fuel cells for the material handling industry. By leveraging its breakthrough technologies, Oorja manufactures the most efficient and powerful portable liquid Fuel cells that significantly reduce operating costs and green house gas emissions.

The company is headquartered in Fremont, CA. For more information, visit www.oorjaprotonics.com

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