



## Borders Breakfast Series

### ***Kicking the oil habit with a high-tech renewable fuel*** **Brian Foody, President & CEO, Iogen Corporation**

Replacing oil with clean renewable fuels was once considered a pipe-dream. Now it's a reality. Canada's Iogen Corporation is the global leader in the development of cellulose ethanol - an advanced, renewable, low CO2 fuel that can and is being used in today's cars. Cellulose ethanol can dramatically reduce green house gas emissions, uses a home grown fuel to increase energy security, and provides a new revenue stream for farmers.

Last year Canadian Prime Minister Paul Martin was on hand to launch the first shipment of cellulose ethanol to the market. This year, Iogen and its partners, Royal Dutch Shell and Petro-Canada, expect to announce the location of the world's first full scale 50 million gallon cellulose ethanol plant.

On January 25, Iogen President & CEO, Brian Foody will describe how Iogen's cellulose ethanol technology is helping revolutionize the motor fuel we all use without requiring any changes in our lifestyle.

Against considerable odds, Brian is responsible for growing Iogen from a small enzyme company to the recognized leader in the field - touted by the likes of Fortune magazine and Businessweek. Educated at MIT, Brian has won numerous awards for his ground breaking work on transforming cellulose ethanol from a concept to a commercial reality.

Please join the Canadian Consulate General and the Canadian Association of New York (formerly Canadian Society of NY) on January 25 to hear first-hand from a Canadian pioneer who is leading the global drive toward renewable fuels.

- Speaker:** Brian Foody, President and CEO of Iogen Corporation - [www.io-gen.ca](http://www.io-gen.ca)
- Time:** Tuesday, January 25, 2005  
7:30 a.m. registration/buffet breakfast  
8:00 a.m. official proceedings begin
- Place:** The Harvard Club, 27 West 44th Street, New York, NY
- Cost:** CSNY members \$30 / Non-members \$45 (See below for payment information)
- RSVP:** Reserve seats by contacting (212) 217-2844, by e-mail at [canadanyc@rcn.com](mailto:canadanyc@rcn.com), or by efax (206) 279-4761
- Media:** Please contact Ken England (212) 596-1691

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