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“Ethanol Factor” Interactive Online Calculator Shows Ethanol’s Benefits

Sioux Falls, SD (October 23, 2008) – The American Coalition for Ethanol (ACE), the nation’s largest ethanol advocacy association, today unveiled the *Ethanol Factor*, a new online interactive calculator which demonstrates how choosing ethanol blends at the pump results in cleaner emissions, reduced dependence on oil, and real savings for consumer pocketbooks. The calculator is found at www.ethanolfactor.org.

“We ought to be more clever and creative about how we communicate the benefits of ethanol,” said Brian Jennings, Executive Vice President of ACE. “The *Ethanol Factor* is one of many web-based platforms ACE will be launching to – in an entertaining, visually-appealing, and hands-on way – allow Americans to discover how much money, how many barrels of oil, and the greenhouse gas emissions they can save by using ethanol-blended fuel.”

Ethanolfactor.org allows people to calculate the savings at the pump, emissions reduction, and oil displacement they achieve by choosing E10, E85, or even cellulosic ethanol. Options are given to calculate results for the individual motorist, based on type of vehicle and frequency of fuel-up, or for an entire city or country of drivers like them.

Some American Coalition for Ethanol members tried out the new calculator and shared their results.

“I always knew that ethanol saved you money, but until using the calculator I didn’t realize how much money and barrels of oil would be saved. It sure was an eye opener. Most of our stations in the Southeast currently have 10 percent ethanol in their pumps. I can’t wait until they start having E85 pumps so we can save even more,” stated Dave Howard of Trackmobile, Inc. in Atlanta, Georgia.

Rick Belcher also of Trackmobile, Inc. in Atlanta, Georgia added, “According to the *Ethanol Factor* calculator I’d save \$735 a year by using E85 – that’s pretty interesting!”

“ACE’s new fuel savings calculator is a great way to drive home the benefits of ethanol. In just a few minutes, I learned that I was eliminating the need to import 20.218 barrels of foreign oil by burning E85 and my husband was removing demand for 6.786 barrels by using an E10 blend. I didn’t realize just how much we were saving by choosing ethanol. These numbers confirm that renewable fuels are making a difference to our country’s economic and national security,” said Becky Frankenbach of the Missouri Corn Merchandising Council in Jefferson City, Missouri.

Ethanolfactor.org was built with hard data from respected sources that ACE cites as proof in the calculator. The calculator also allows users to share their findings and “tell a friend” by emailing others the calculator results.

“Millions of people around the world satisfy their appetite for information on the Internet. In the coming weeks, ACE will launch other ‘Web 2.0’ tools that enable those on the Internet to discover for themselves the value of clean-burning and cost-effective ethanol-blended fuel,” Jennings said.

For more information about ethanol, visit www.ethanol.org.

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The American Coalition for Ethanol (ACE) is the grassroots voice of the U.S. ethanol industry, a national advocacy association for the ethanol industry with nearly 1,600 members nationwide, including farmers, ethanol producers, commodity organizations, businesses supplying goods and services to the ethanol industry, rural electric cooperatives, and individuals supportive of increased production and use of ethanol. For more information about ethanol or ACE, visit www.ethanol.org or call (605) 334-3381.