



World Exchange Plaza 45 O'Connor Street Suite 1150, Ottawa, Ontario K1P1A4 –Head Office  
Lyoner Straße 14 Frankfurt, Germany 60528 – Europe Office

**FOR IMMEDIATE RELEASE**

October 20, 2010

***NEXT ALTERNATIVE PROJECTS MAJOR SALES ASSOCIATED WITH  
MOHAWK ENERGY DISTRIBUTION AGREEMENT***

(Ottawa, Ontario) Robert Ireland, CEO of Next Alternative, Inc. (N4H) is pleased to announce that the firm is projecting substantial sales for the period of January 2011 through January 2012, due to a recent exclusive distribution agreement with Mohawk Energy of the First Nations.

Mohawk Energy will be the sole entity to market, sell and distribute Next Alternative's (N4H) entire production of machines and emulsion products throughout Aboriginal and other First Nation Communities and Bands and Tribal Territories throughout North America. Mohawk will also be granted the ability to engage with non-aboriginal persons, corporations & entities as well.

According to calculations, NAI-2B Emulsion Fuel Machine sales for the abovementioned period should achieve \$7,125,000 in gross revenues. In-house fuel sales under Mohawk should reach \$18,250.00 and additive sales are expected to bring \$450,000.

According to Ireland, "Next Alternative is excited to have forged this mutually-beneficial relationship with Mohawk Energy." He added, "By promoting our products within Tribal Territories, we can assure them cleaner, more cost-effective means of energy. In return, Next Alternative will see a hearty jump in sales. This glowing endorsement will hopefully bring to light the vast and real possibilities that our machines and products hold – which we hope will be a catalyst for further sales.

**FORWARD LOOKING STATEMENTS:** This press release contains forward-looking statements, including forecasts of market growth, future revenue, benefits of the proposed contract, and expectations that the contract will be accretive to Next Alternative Inc. results and other matters that involve known and unknown risks, uncertainties and other factors that may cause actual results, levels of activity, performance or achievements to differ materially from results expressed or implied by this press release. Such risk factors include, among others: difficulties encountered in integrating products; uncertainties as to the timing; whether certain market segments grow as anticipated; the competitive environment in the industry and competitive responses to the proposed contracts; and whether the companies can successfully develop new products and the degree to which these gain market acceptance. Actual results may differ materially from those contained in the forward-looking statements in this press release. Next Alternative Inc. undertakes no obligation and do not intend to update these forward-looking statements to reflect events or circumstances occurring after this press release.

*Next Alternative Inc. is a break-through company paving the way in the global effort to discover alternative means of energy. Understanding the need to reduce the demand for fossil fuels, Next Alternative is pioneering new methods that provide eco-friendly solutions. Poised on the cutting-edge of new green technologies, Next Alternative strives to develop and offer products that meet the challenges of our new economy. Next Alternative stands as an innovator - bringing existing technologies together and melding them to meet future demand. For more information on Next Alternative please visit [next-alternative.com](http://next-alternative.com) or call 613.755.4023.*

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