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CERAMIC FUEL CELLS APPOINTS NECO, AUSTRALIA'S LEADING GREEN RETAILER, TO SELL BLUEGEN GAS-TO-ELECTRICITY UNITS

Ceramic Fuel Cells Limited [AIM/ASX: CFU], a leading developer of high efficiency and low emission electricity generation units for homes and other buildings, has appointed Neco, Australia's leading green retailer, to distribute the company's BlueGen power and heating units in Australia.

The non-exclusive agreement gives Neco the right to market, sell, install and service BlueGen units throughout Australia.

The BlueGen units, which convert gas to electricity via ceramic fuel cells, will be available for installation in Australian homes and buildings early next year.

BlueGen is the latest breakthrough in small scale electricity generation. Each BlueGen unit, about the size of a dishwasher, can produce up to 17,000 kilowatt hours of power a year – twice the electricity needed to power an average Australian home. Surplus electricity can be sold back to the grid.

BlueGen units can generate electricity at up to double the efficiency of the current power grid, providing significant cost savings off energy bills.

. Neco is currently preparing a range of purchase options that will allow customers to achieve attractive financial paybacks whilst drastically cutting their greenhouse gas emissions.

BlueGen units can cut carbon emissions by up to two-thirds compared to coal-derived electricity. The first BlueGen units will be used for demonstration programs and showcase sites. Installation in residential and commercial buildings will begin from March 2010, when Bluegen units will also be available in Europe.

Neco is Australia's largest retail and online eco store, selling more than 3,500 products that support sustainable living practices, including solar PV and solar hot water products. Neco provides end-to-end services in green markets, including product installation and after-sales service.

"Ceramic Fuel Cells sees Neco as an ideal local partner to market, sell, install and service our BlueGen units," said Ceramic Fuel Cells Managing Director Brendan Dow. "Neco is focussed on retailing green products to passionate green consumers and has vast experience in the eco product space. They have undertaken significant research on the market's appetite for the BlueGen product, and are very excited about adding BlueGen to their product list."

Neco CEO Julian Smith added "Neco is excited about this appointment and the difference BlueGen will make to reducing carbon emissions through producing much cleaner electricity, and allowing businesses and individuals to actively move to new energy production frontiers that hand them control and ultimately save them piles of money."

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About Ceramic Fuel Cells Limited

Ceramic Fuel Cells Limited is a world leader in developing solid oxide fuel cell technology to provide highly efficient and low-emission electricity from widely available natural gas. The company is developing micro combined heat and power and distributed generation units that generate electricity and heat for homes and other buildings. Ceramic Fuel Cells is developing products with leading appliance partners and utility customers in Germany, France, the United Kingdom and Japan. In May 2009 the company launched its BlueGen gas-to-electricity product.

Headquartered in Melbourne, and with operations in the UK and Germany, Ceramic Fuel Cells is listed on the London Stock Exchange AIM market and the Australian Securities Exchange (code CFU).

www.cfcl.com.au

About Neco

Neco is Australia's largest retail and online eco megastore with over 3,500 products to support sustainable living practices. Neco has specific expertise and end to end solutions in solar PV, solar hot water, water tanks and home insulation, and services residential, commercial and Government customers.

Neco strives to motivate Australians to evolve to a smarter, greener way of living and embrace a sustainable way of life for the future of our planet.

www.neco.com.au