

PLASMA ENVIRONMENTAL TECHNOLOGIES INC.

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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Toronto, Ontario

TSX Venture Exchange
Symbol: PE
Shares Outstanding: 36,499,786

**Plasma Signs The Launch Factory to
assist in next stage of Commercialization**

TORONTO, Canada – Dr. Wayne Maddever, interim CEO for Plasma Environmental Technologies Inc. (PET), a Canadian company that converts waste into clean energy, is pleased to announce it has retained The Launch Factory Inc. (www.thelaunchfactory.com) a Toronto-based management consultancy to manage their funding activities and investigation of strategic partners. The Launch Factory provides expertise in the areas of corporate strategy, funding and capitalization, marketing and product strategy.

Dr. Wayne Maddever reports, "We are pleased to be working with the Launch Factory team. Constantine Eliadis, P. Eng brings a wealth of experience in the energy industry to this effort and our alliance is an important step in moving the Company toward the next phase of commercialization. He has held senior and executive roles with rapid growth energy companies including Toronto Hydro Energy Services, OZZ Corporation, and Enwave Energy Corporation and was a founding Director of an innovative utility, Wirebury Connections Inc., a joint venture between OZZ Corporation and Enbridge Inc. We feel his experience with distributed and alternative energy and his involvement with major demand response controls and smart metering in both Canada and the US will help us as we are exploring opportunities south of the border as well".

"Alternative energy remains an enormous and largely untapped resource that has tremendous economic and environmental benefits", commented Eliadis. "PET's focus on eliminating major environmental waste streams like discarded plastics, is an exciting application of this technology. We have helped many technology companies reach the next level, whether their constraint is capital, process, channels, or partners. We look forward to working with PET to breakthrough to the next stage".

The company's "Plasma Assisted Gasifier" (PAG), a technology they co-own with Kinectrics Inc., is a unique cogeneration system that safely and effectively converts solid organic waste into energy. The PAG utilizes the plasma gasification of waste materials with higher BTU values to produce a fuel gas rich in Hydrogen. Waste (feedstock) streams such as sorted municipal solid waste (MSW) like non-recyclable plastics are among the target fuels PEG looks to use. The energy produced can be sold or used to supplement the site's energy requirements. Interest in distributed, alternative energy is growing rapidly and represents a significant opportunity for end-users.

Plasma Environmental Technologies Inc. is a Canadian public company that trades on the TSX Venture Exchange (symbol: PE). The Company develops and markets plasma-based systems for the safe and cost-effective destruction of hazardous and non-hazardous wastes. Plasma technology is a thermal, non-incineration process that converts targeted solid wastes into energy (hydrogen and electricity).

For more information, please refer to PET's website, www.plasmaenvironmental.com

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The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

Forward-Looking Statements

Any statements in this release that are not statements of fact may be considered "forward looking statements" as that term is defined under securities laws in the United States and Canada. Forward-looking statements are only predictions and may differ materially from actual events or results.