



FOR IMMEDIATE RELEASE
September 20, 2010

SOMS Technologies Announces City of North Miami Beach Public Services Department Converts Fleet to the microGreen[®] Extended Performance Oil Filter
Leading Florida fleet looks to achieve nearly 60 percent reduction in oil maintenance and usage

(Valhalla, New York) – SOMS Technologies LLC announced today that the [City of North Miami Beach Public Services Department](#) has converted its vehicle fleet to the company's [microGreen[®] Extended Performance Oil Filter](#). The City's Public Services Department recently completed a test program with the product and projects that converting its vehicle fleet to the microGreen Extended Performance Oil Filter will result in oil change maintenance savings of nearly 60 percent.

Airia Austin, Operations Center Manager said "Converting our fleet to the microGreen filter fits perfectly with our cost reduction initiatives and strong commitment to environmentally friendly 'green initiatives' throughout our city. "In using the filter, we achieved substantially more miles driven between oil changes than using conventional oil filters."

Austin also asserts that the benefits gained, substantiated through independent oil analysis, included much cleaner oil, no engine wear, fewer oil changes, and an increase in savings and reduced disposal of hazardous materials. This unique initiative was derived from the City's Comprehensive Assessment of Revenues and Expenses (C.A.R.E.) Program, which was created by former City Manager Dr. Kelvin L. Baker.

The City of North Miami Beach is the latest municipal fleet to convert to the patented new microGreen oil filter technology. The microGreen oil filter was introduced to the U.S. market in October 2008. Numerous fleets, including many of the top municipal and national commercial fleets, use the product. The microGreen oil filter continues to rapidly gain awareness and implementation.

"The City of North Miami Beach is the latest progressive fleet to realize the benefits of the patented technology in the microGreen oil filter. We are pleased to provide them with a product that helps them achieve their cost reduction and environmental objectives," said Steve Kirchner, COO, SOMS Technologies.

Designed as two-filters-in-one, the microGreen filter looks and operates like a traditional oil filter; however its unique internal components include a patented microfilter that captures particles down to 2 microns in size. Traditional oil filters using paper filtration typically filter down to 25 or 30 microns. The double filtration of the microGreen filter keeps the oil cleaner and maintains the additive package, allowing vehicles to extend the use of motor oil up to 30,000 miles.

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Photo Attached:

About SOMS Technologies, LLC

SOMS (Spin-On Microfilter System™) Technologies has pioneered the most significant breakthrough in engine oil filtration technology since the early 1970s. The microGreen® Extended Performance Oil Filter significantly reduces maintenance costs for both individual vehicles and fleets, and protects our environment by eliminating hazardous waste and decreasing dependence on natural resources. The microGreen oil filter combines two-filters-in-one to provide clean technology that dramatically improves filtration efficiency by allowing vehicles to operate up to eight times the standard change interval without a change of engine oil. The microGreen oil filter has been on the market for over a year and has been overwhelmingly accepted by leading national and local fleets as a way to reduce costs associated with oil changes and protect the environment. The microGreen filter is protected by two U.S. patents and has additional U.S. and international patents pending. The company is headquartered in Valhalla, N.Y. For more information, please visit www.microgreenfilter.com.

About City of North Miami Beach

Located midway between Miami and Fort Lauderdale and adjacent to the Golden Glades Interchange where I-95, Florida's Turnpike and the Palmetto Expressway meet, North Miami Beach is truly at the "Crossroads of South Florida." The central location and easy access has made North Miami Beach one of South Florida's best-known regional shopping areas and one of its most popular sites for office users. The City of North Miami Beach's Public Services Department was established in 1997 when the City combined their Public Utilities and Public Works services under one management umbrella. For more information on the City of North Miami Beach Public Services Department, visit <http://citynmb.com>.

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