

# Media Briefing

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## *Forbes – Michael Lefenfeld*

### **Interview Date/Time**

Wednesday, July 27 | 7am PST

### **Dial-in:**

Conference line: (712) 451-0011

Access code: 541409

Tipping point to host: Host PIN 9039

### **Interviewee:**

- Michael Lefenfeld, CEO & President, SiGNa Chemistry

### **Interviewer:**

- Michael Kanellos, Contributor, Forbes

### **Overview:**

Michael Kanellos writes about energy, transportation, food and data for Forbes. He has written numerous articles about green technology, as well as how companies are focusing on developing renewable forms of energy rather than focusing on fossil fuel discovery.

Kanellos and Lefenfeld already have an existing relationship, and this call will be a great opportunity for Lefenfeld to foster this relationship with a key trade reporter, and update Kanellos on recent SiGNa development and initiatives.

### **Michael's Previous Coverage:**

- [A New Way To Make Biofuels: Two Feedstocks](#)
- [How Fast Are Renewables Growing? LCD TV Provides An Analogy](#)
- [The Real Reason Renewables Are Beating Fossil Fuels](#)
- [Solar Cheaper Than Natural Gas? It's Happening](#)

### **Key Messages/Questions to Expect:**

- **How has SiGNa developed and expanded recently?**
  - We now have 30 employees, and have research and development in Pennsylvania and New York, as well as manufacturing facilities in upstate New York and Tennessee. We recently celebrated the grand opening of our new chemical manufacturing plant and technical center in Rochester, NY, which will support efforts to develop products which will be used for a number of enhanced oil recovery applications throughout North America. We expect that this 25,000 square foot facility will create 37 permanent jobs and 75 ancillary jobs over a three-year period.
- **Developing renewable forms of energy are gaining momentum over fossil fuel usage. How does SiGNa create renewable forms of energy?**
  - SiGNa's process uses sodium and silicon to extract oil out of pre-existing wells in a green, cost-effective manner. Our ActiveEOR product helps recover an additional 50% of oil as compared to traditional production methods.
  - Reference: [The Real Reason Renewables Are Beating Fossil Fuels](#)
- **How do SiGNa's products work to create less environmental impact than other gas and chemical products and services?**
  - We work to eliminate toxic solvents whenever possible, develop chemicals that create no toxic by-products and less waste, and help our customers to design chemical manufacturing processes that are cleaner, safer and more energy efficient. We also manufacture our products using renewable raw materials and use little energy and no toxic solvents for production. During use, our products create no greenhouse gases, toxic by-products, or harmful emissions.

- **Oil and Gas Products:** SiGNa's oil and gas chemicals are usable at any depth and with any viscosity, silicides generate heat, pressure, and silicates downhole, within the formation. No heat is lost on the surface and there are only minimal losses to the wellbore casing and tubing strings. These green chemicals produce only benign by-products and deliver cleaner wastewater, causing less impact on the environment.
  - **Industrial Chemicals:** Our line of stabilized alkali metals allow manufacturers to reduce development timelines, improve throughput and reduce cost.
- **Alternative forms of energy, such as solar, have proven to be cheaper to utilize than natural gas. How does SiGNa aim to remain cost-effective?**
  - SiGNa has addressed this problem with a line of stabilized alkali metals which eliminate the danger of neat alkali metals, while retaining full reactivity. Our products allow industrial chemical manufacturers to safely use alkali metals in their manufacturing processes at convenient temperatures and pressure, which results in faster throughput, higher yield, and reduced operating costs.
  - Reference: [Solar Cheaper Than Natural Gas? It's Happening](#)
- **Stabilized reactive metals have been regarded as the "most important discovery in alkali metals in more than 100 years." How has SiGNa contributed to the discovery of stabilized reactive metals?**
  - With a breakthrough metal stabilization process, SiGNa has developed a new class of industrial chemicals, which are stabilized alkali metals. With these products, SiGNa has harnessed the energy of alkali metals, and has made them safe and usable for large-scale operations.
- **What makes stabilized alkali metals a possible leading solution for the oil and gas and industrial chemical industries?**
  - There is a high demand for affordable energy supplies, better medicines, and cleaner production processes. Our usage of stabilized alkali metals creates products that are used for oil and gas recovery, plastics, papers, refining, pharmaceuticals, construction rubbers, and consumer electronics, all while remaining environmentally friendly and cost-effective.