



FOR IMMEDIATE RELEASE

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**Platte River Power Authority Balances Environmental and Financial Goals –
Converts Fleet to microGreen[™] Extended Performance Oil Filter**

Fleet Conversion Determined to Save Time and Money While Protecting the Environment

(Valhalla, New York) – SOMS Technologies, LLC, developer and manufacturer of the [microGreen[™] Extended Performance Oil Filter](http://www.microgreenfilter.com), has announced that [Platte River Power Authority](#) based in Fort Collins, Colo. has converted about one-half of their fleet of hybrid and non-hybrid service vehicles to the Earth-friendly microGreen filter. The fleet conversion allows the utility to take significant steps toward supporting both the need to help sustain the environment and the need to reduce their fleet operating costs.

The microGreen Extended Performance Oil Filter has been proven through extensive laboratory and on-road testing to reduce oil maintenance costs by 65 percent, decrease the use of motor oil by 70 percent, and reduce the number of filter changes by 50 percent. The savings for fleets can be substantial, and was one of the deciding factors for Platte River Power Authority to make the change to the more ecologically sound microGreen filter.

Brian Moeck, Platte River Power Authority's general manager, says, "Converting to the microGreen filter fits with our mission to be both sensitive to environmental concerns and improve operational efficiency to benefit our customers."

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.

"Platte River Power Authority has a reputation for being environmentally proactive and financially responsible," says Steve Kirchner, COO, SOMS Technologies. "We're pleased that we could demonstrate that both goals can be readily accomplished with the microGreen filter. With budgets extremely tight for utilities, Platte River Power Authority saw that the savings could be realized quickly and consistently."

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Photo Attached: microGreen Extended Performance Oil Filter



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 Platte River Power Authority

Platte River Power Authority, headquartered in Fort Collins, Colo., generates and delivers reliable, low-cost and environmentally responsible electricity to its owner communities of Estes Park, Fort Collins, Longmont and Loveland, Colo., where it is distributed by each municipal utility to residents and businesses. Utility generation and transmission facilities are located along Colorado's Front Range, in northwestern Colorado and near Medicine Bow, Wyo.

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