

For Immediate Release

Luca Technologies Selected by AlwaysOn as a GoingGreen Top 100 Winner Recognized for Game-Changing Technology and Market Value in the Area of Clean Energy

GOLDEN, CO - September 14, 2009 - Luca Technologies, a microbial energy technology company focused on the environmentally clean and sustainable production of natural gas via the microbial cultivation and harvesting of methane from underground hydrocarbon resources, announced it has been chosen by AlwaysOn as one of the GoingGreen Top 100 Winners. Inclusion in the GoingGreen 100 signifies major developments in the creation of new business opportunities in the green technology industries. Luca Technologies was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value and media buzz.

"The GoingGreen Top 100 winners have excelled in key strategic areas in the global clean energy technology markets," said Tony Perkins, founder and CEO of AlwaysOn. "We congratulate them for their success in introducing new tools, services, and systems that are driving the next phase of greentech innovation and transforming the biggest industries on earth."

Luca Technologies received the award on the basis of its novel and sustainable approach to natural gas production, which harnesses and actively cultivates the ability of naturally occurring microorganisms resident in underground hydrocarbon deposits like coal, oil, and shales to convert those "dirtier" hydrocarbons to cleaner burning natural gas, while leaving most of their unwanted carbon content behind. While continuing to develop its methods, the company has begun implementing its technology in the field, and already has demonstrated the ability to produce sufficient new natural gas using this approach to heat 16,000 homes for about one year.

"We believe our approach to microbially enhanced methane production offers opportunities for long term, sustainable natural gas production on a very large scale," said Robert Pfeiffer, Luca Technologies president and chief executive officer. "This is a technology ready for implementation today that has the the power to cut carbon emissions significantly in the near term and to do so while limiting other environmental disruptions or the need for significant new infrastructure."

The GoingGreen 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team and industry experts spanning the globe conducted a rigorous three-month selection process to finalize the 2009 list.

Luca Technologies and the other GoingGreen Top 100 Companies will be honored at GoingGreen West on September 14-16, 2009 at Cavallo Point in Sausalito, CA. This two-a

nd-a-half day executive event features CEO presentations and high-level debates on the most promising emerging green technologies and new entrepreneurial opportunities.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, AlwaysOn continued to lead the media industry in innovation by introducing a social network where members can connect and engage. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Summit at Stanford, OnMedia, OnHollywood, OnDC, GoingGreen East and West, Venture Summit East and West) and quarterly print "blogzine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, AlwaysOn is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

About Luca Technologies Inc.

Luca Technologies is a clean energy company that uses biotechnology to create and sustainably produce natural gas. Our proprietary technology stimulates native microorganisms that reside in subsurface hydrocarbon deposits, such as coal, oil, and organic-rich shales, to accelerate the bioconversion of these resources into methane, the principal component of natural gas, which Luca produces and sells using existing infrastructure. For more information visit <http://www.lucatechnologies.com>.

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