



Atmosphere Recovery, Inc.

Enabling a Sustainable Energy Future

Advanced Gas Process Control For a Clean & Efficient Future

- 1. What Isn't Measured, Can't Be Controlled**
- 2. ARI Makes Systems That Enable More Better Production with Less Material & Energy Input**
- 3. Market is Huge and Growing**
- 4. Status – Products Developed & Selling Well**
- 5. Investment Need – Rapid Production Increase**

Ronald R. Rich, President
Website: www.atmrcv.com

Phone: (952) 941-6500
E-Mail: rrr@atmrcv.com



Problem: Process Gas Measurement Technology Unchanged for 40 Years



- ✓ **Manufacturing Process**
 - 20% Waste of Materials & Energy
 - 30% Unnecessary Emissions
 - **15%+ Extra Production Cost**



- ✓ **Biomass Conversion**
 - 50% Wasted Feedstock & Output
 - Better Processes Uncontrollable
 - **30-70% Higher Energy Prices**



- ✓ **Landfill Energy & Compliance**
 - \$40K+ Emissions Monitoring Costs
 - \$300K+ Sulfur & Greenhouse Costs
 - **No Available Landfill Analysis System**

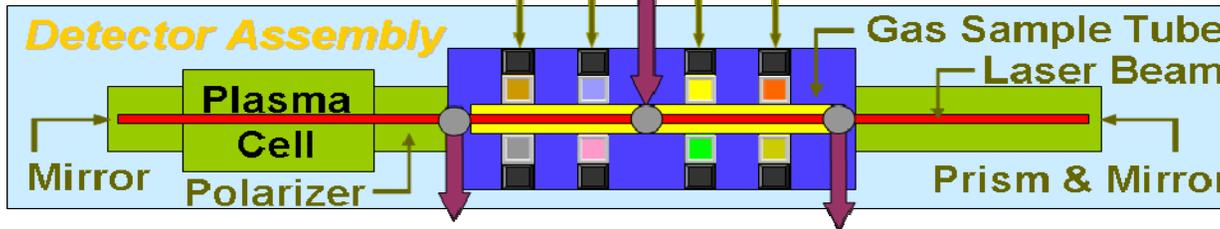
Current Technology Unsustainable ²



Solution: ARI Process Gas Analysis and Control Technologies

1. Detector Module – Trade Secrets, Barriers to Entry, Key Parts & Patentable Improvements

Raman Spectroscopy



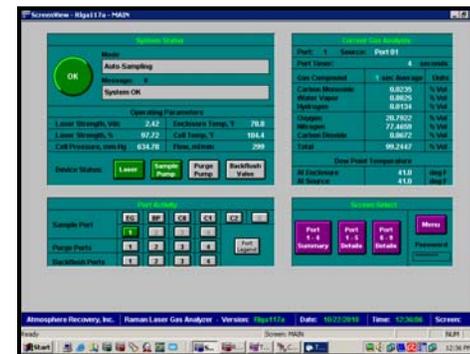
Any 8 Gases Measured
5 Year Life, No Moving Parts
Corrosive Gases OK
Optics All Protected

2. Patent Pending Sampling System



5 Year Life, Self Cleaning
Corrosive Gases OK
Hydrophobic Filters
Automatic Function
200 Feet Away OK
Works When Others Don't

3. Proprietary & Copyrighted Control Software



4. Additional Proprietary & Patentable Supporting Technology

Precise Thermal Control, Integrated Line Heat, Condensate Control, 5 Year Pumps, Etc.



Comparison With Competing Systems

Process Gas Analysis Technologies	Multiple Gases	Analysis Speed	Drift & Stability	Accurate Analysis	24/7 Reliable	Service Lifetime	Cost to Operate	Installed Price
Electrochemical	Does Not Meet Need	Partially Meets Need	Partially Meets Need	Does Not Meet Need	Does Not Meet Need	Does Not Meet Need	Partially Meets Need	Fully Meets Need
Other Single Gas	Does Not Meet Need	Partially Meets Need	Partially Meets Need	Partially Meets Need	Does Not Meet Need	Partially Meets Need	Partially Meets Need	Fully Meets Need
Chemiluminescent	Does Not Meet Need	Partially Meets Need	Partially Meets Need	Partially Meets Need	Does Not Meet Need	Partially Meets Need	Partially Meets Need	Does Not Meet Need
Tunable Diode	Partially Meets Need	Fully Meets Need	Fully Meets Need	Partially Meets Need	Partially Meets Need	Partially Meets Need	Fully Meets Need	Does Not Meet Need
Infrared (All Kinds)	Partially Meets Need	Fully Meets Need	Partially Meets Need	Does Not Meet Need	Does Not Meet Need	Partially Meets Need	Partially Meets Need	Partially Meets Need
Gas Chromatograph	Fully Meets Need	Does Not Meet Need	Does Not Meet Need	Partially Meets Need	Does Not Meet Need	Partially Meets Need	Does Not Meet Need	Does Not Meet Need
Mass Spectrometer	Fully Meets Need	Fully Meets Need	Does Not Meet Need	Fully Meets Need	Does Not Meet Need	Fully Meets Need	Does Not Meet Need	Does Not Meet Need
ARI RLGA Systems	Fully Meets Need							

Legend:

Fully Meets Need

Partially Meets Need

Does Not Meet Need

- 1. Superior Performance at a Competitive Price**
- 2. More Reliable & Much Lower Operating Cost**



Over 70 ARI Products Sold



أرامكو السعودية
Saudi Aramco



中国石化
SINOPEC

Manufacturing Process Analyzer System



Manufacturing:
51 Sold; 17+ Pending



Biomass Conversion Analyzer System



Biomass Conversion:
17 Sold; 6 Pending



WMMSD Milwaukee Metropolitan Sewerage District

ENERGY SYSTEMS GROUP

Landfill Gas Analyzer System



Landfill Compliance:
3 Sold; 3 Pending

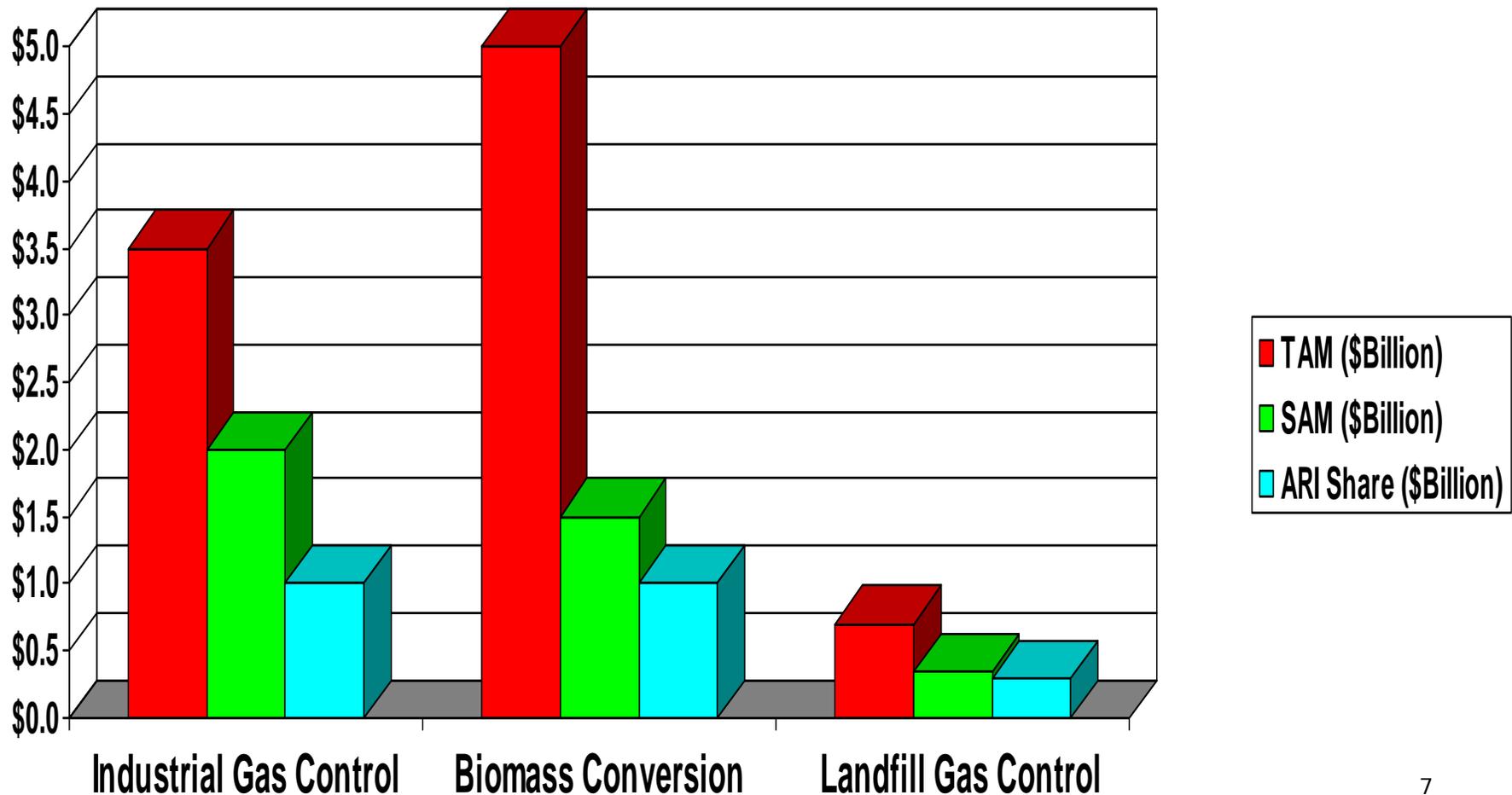


Huge Global Process Gas Analysis/Control Market

- ✓ **Manufacturing Process Efficiency & R&D**
 - Global Market - \$3.5B to \$10+B Per Year – Growing
 - **Customers Already Want Multiple Gases Analyzed**
- ✓ **Fuel & Chemical Production From Biomass**
 - \$150M Annual Market Now; \$5B Projected by 2030
 - **Efficient Processes Need Multiple Gases Analyzed**
- ✓ **Landfill Energy & Compliance**
 - \$750M Immediate Market Now; Will Grow Globally
 - **No Reliable Analysis Technology Except ARI**

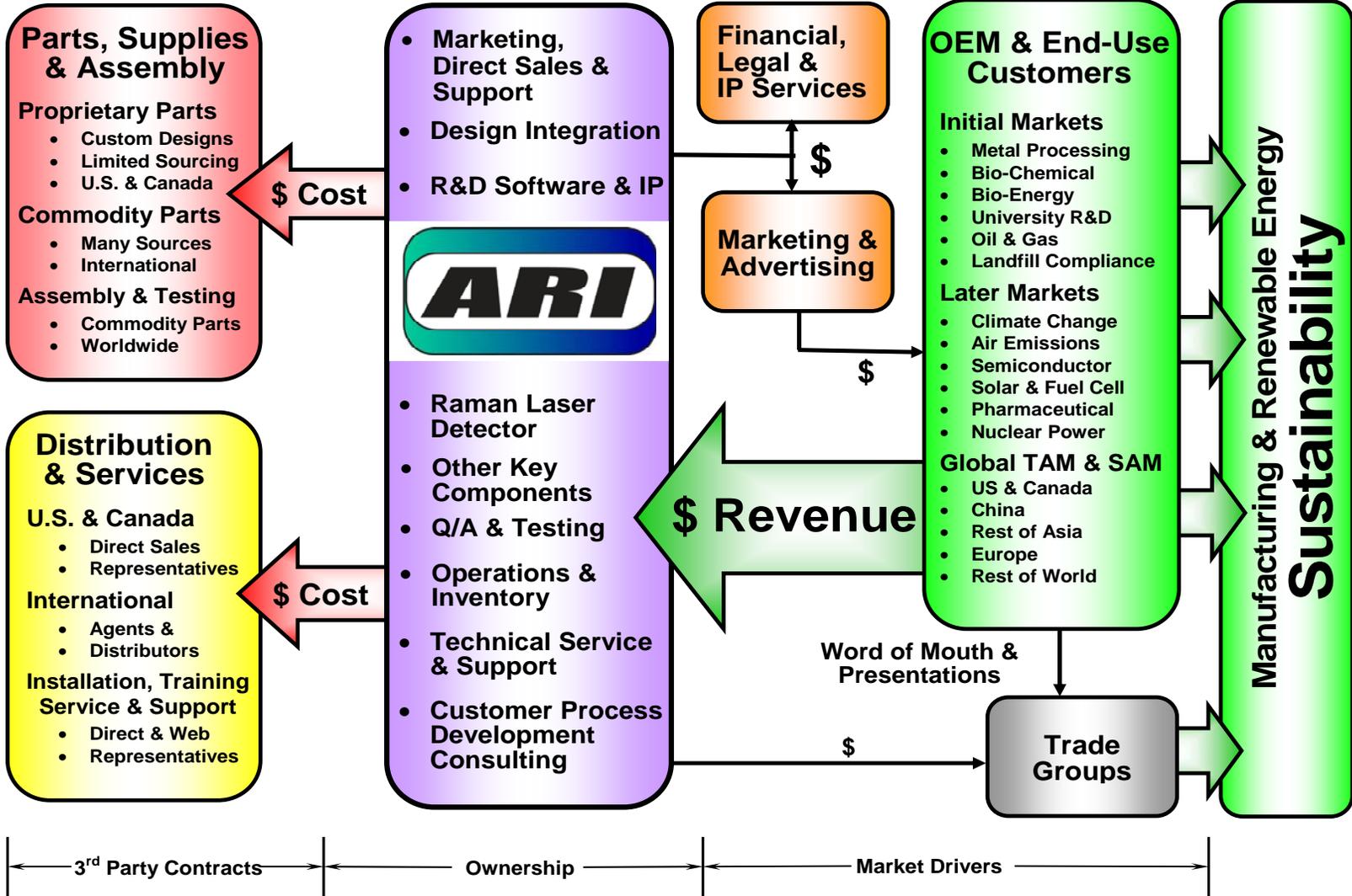


Market Segments & ARI Share





ARI Business Model





Current ARI Business Status

- ✓ **\$1M+ Sales in 2011**
- ✓ **\$1M+ New Quotes & Orders First Quarter**
- ✓ **90% of Quotes Result in Sales (3-6 Months)**
- ✓ **On Track for \$3M+ Sales in 2012**
- ✓ **Profitable Now – Over 60% Gross Margins**
- ✓ **50% of Sales Outside of U.S.**
- ✓ **Manufacturing Capacity Limits Growth**
- ✓ **Investment Needed to More Rapidly Expand**



ARI Management Team & Needs

- ✓ **Current Management & Operations Team**
 - Ronald R. Rich – President and Founder
 - Princeton & Stanford, \$600K Invested, 78% Ownership
 - Charles E. Rich – Manager of Business Development
 - Alan L. Trowbridge – Software Development Mgr.
 - Thomas H. Holland – Manager of Operations
- ✓ **Business Development Board of Advisors**
 - Jeffrey Woodson, Entrepreneur and Former CEO
 - Dale Larson, VP for Credit Risk Analysis, Wells Fargo
 - Ben Armitage, IP Attorney, Clise, Billion & Cyr
 - Rick Brimacomb, Finance, Brimacomb & Associates
- ✓ **Near-Term Management Team Additions**
 - Experienced VP of Sales & Marketing
 - Experienced COO to Direct Operations



ARI Income Projections & Needs

Year	2011	2012	2013	2014	2015	2016
# Units Sold	17	60	180	540	1,080	2,160
Av. Unit Price, \$	\$ 60,000	\$ 60,000	\$ 55,000	\$ 50,000	\$ 45,000	\$ 40,000
Revenue, \$	\$ 1.1 M	\$ 3.7 M	\$ 10.2 M	\$ 28.1 M	\$ 50.9 M	\$ 91.4 M
Gross Margin, %	64 %	64 %	63 %	63 %	64 %	65 %
# Employees	6	22	50	110	170	290
EBIT, %	20 %	3 %	12%	24 %	28 %	30 %

Investment to Expand Production & Staff = \$1.5M (2012)

Investment to Expand Target Markets = \$1.0M (2013)

Return on Investment (Thru Acquisition) = \$30.0M (2016)