



News Release

For Immediate Release

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HTC PUREENERGY INC ANNOUNCES THE ACQUISITION OF MAXX ENERGY SOLUTIONS CORP. AND THE IMPLEMENTATION OF MAXX ENERGY'S BUSINESS EXPANSION.

Regina, Saskatchewan – HTC Pureenergy Inc. ('HTC') is pleased to announce its recent acquisition of a majority ownership in the Maxx Energy Group of Companies ('Maxx Energy Group' or 'Maxx Energy') and the accelerated implementation of Maxx Energy's expanded business strategy.

HTC's business expansion for the Maxx Energy Group is focused on a commercial product and service offer to oil and gas Producers and Drilling Service Contractors in the Western Canadian and Northern United States Williston Basin. HTC has owned 45% of the Maxx Energy Group since 2008 and, with the recent additional 20% acquisition, HTC now owns 65% of the issued and outstanding shares of the Maxx Energy Group. Additionally, HTC has a fixed price option to acquire a further 13% of the Maxx Energy Group over the next 30 months, which would bring HTC's ownership position to 78%.

Maxx Energy Group's three wholly owned subsidiaries, **Pinnacle Industrial Services Inc.**, **NuVision Industries** and **Maxx Energy Products and Services**, and their 100 plus employees, bring to Maxx Energy key technologies, manufacturing capacity, procurement capability, process design and in-field service know-how. The Maxx Energy Group effectively has more than 100,000 square feet of 'in-house' fabrication, manufacturing and product design facilities. These facilities are located at **Pinnacle Industrial Services** at 356 Industrial Drive in Regina, Saskatchewan, **NuVision Industries** at Carsland (Calgary), Alberta, and the new **Maxx Energy production facility** at 321 Mill Street in Regina, Saskatchewan.

Top line revenue for the most recent year ending June 30, 2011 for the Maxx Energy Group is \$16.8 million, this represents a top line revenue growth of \$3.2 million from the 2010 fiscal year end; a growth of 23.4% in top line revenue for that period. Future top line revenue growth is anticipated to accelerate on the strength of an expanding product and services offer and the growth of the Western Canadian and the United States Williston Basin oil production sectors. HTC's majority ownership in the Maxx Energy Group allows HTC to immediately begin reporting all of the Maxx Energy Group's gross revenues in HTC's top line revenues. The Maxx Energy Group's growth environment therefore presents a highly positive potential immediate and sustaining revenue lift for HTC and a significant future financial return on HTC's fully implemented 78% asset position in Maxx Energy.

This has created a highly effective mix of capital, management expertise, industry experience, strategic locations and business opportunity, which is a solid foundation to accelerate Maxx

Energy's business vision. Maxx Energy is a company with deep and sustained roots in the oil and gas services industry. Lionel Kambeitz, HTC's CEO, emphasized that "*Maxx Energy's business vision is to be the leading provider of energy products, services and technologies to primary, secondary and tertiary oil and gas producers in Western Canada and the Northern United States Williston Basin. A business focused on value creation for oil and gas drillers and producers by offering a comprehensive and integrated bundle of Products and Services*".

Early on in the acquisition process the HTC team, in discussions with its suppliers and business affiliates, recognized that a significant demand existed for a 'bundled' products, services and technologies offer in the rapidly expanding oil and gas industry in Western Canada and the Northern United States Williston Basin. Oil and gas producers have looked for an integrated and value focused 'one stop' provider that seeks to be the industry leader in continuously delivering a comprehensive package of the best commercial technologies, and with a focus on value and timely delivery. To support the product and technology bundle, oil and gas producers want their supplier to provide people with the expertise and experience to service them in the field. The Maxx Energy Group has been created specifically to meet these needs of oil and gas drilling and production companies in Western Canada and the Northern United States Williston Basin.

HTC Pureenergy Inc. now has three subsidiary operating businesses focused on providing products and services and self performing across the full 'oil production value chain' in the Williston Basin. These three complementing subsidiary businesses are the **Maxx Energy Group** (www.maxxenergy.ca), **EHR Enhanced Hydrocarbon Recovery** (www.enhancedhydrocarbonrecovery.com) providing down-hole production technologies and reservoir assessment and evaluation in oil and gas fields, and **HTC CO₂ Systems** (www.co2systems.com) bringing CO₂ capture products and services which are strategic capabilities when implementing CO₂ enhanced oil recovery (EOR) and CO₂ hydraulic fracturing. These three HTC subsidiary companies are established and resourced as our business foundation to deliver field-tested products, services and technology solutions to the market.

For more information:

Visit the Maxx Energy Corp website at www.maxxenergy.ca

Or contact:

*Jeff Allison
HTC Pureenergy Inc.
Telephone: (306) 352-6132
Fax: (306) 545-3262
E-mail: jallison@htcenergy.com
www.htcenergy.com*