

## **FREEDOM ENERGY HOLDINGS INC. RETAINS DME CAPITAL LLC TO IMPLEMENT GLOBAL INVESTOR RELATIONS PROGRAM**

Fort Wayne, Indiana (Marketwire) –January 6, 2012 - Freedom Energy Holdings, Inc. (Pink Sheets: [FDMF.PK](#)) CEO, Brian Kistler, today announced that it has retained DME Capital LLC, a New York based Investor Relations firm to expand the Company's strategic investor relations program.

Brian Kistler, CEO of Freedom Energy Holdings Inc. stated "As we continue to grow and diversify our interests, I believe this the right time to send our message to the investment community. After careful consideration, DME Capital, with their established relationships among institutional investors, combined with their extensive databases and proactive IR program is the perfect partner for Freedom Energy Holdings."

DME Capital LLC is a full service investor relations firm, representing growth oriented companies to the investment community. Investor Relations services include financial community and media relations, editorial services and interactive communications, as well as administrative, consulting and advisory services. DME Capital ensures money, fund, and portfolio managers, financial analysts, brokers and individual investors receive a constant flow of information and updates. To learn more about DME Capital go to [www.dmecapital.com](http://www.dmecapital.com).

### **ABOUT FREEDOM ENERGY HOLDINGS, INC:**

Freedom Energy Holdings, Inc. (FDMF.PK) is a publicly traded company that specializes in the identification and development of technologies with commercial applications in the energy industry sector. The company's original primary focus is the commercial development of its proprietary, heavy oil technology. KC 9000®, a breakthrough technology, provides an effective and cost efficient system to enable heavy oil deposits to flow without heat. Recent research has developed and shown SR-139 to be effective at breaking down asphalt shingles allowing the recovery of hydrocarbons.

### **FORWARD LOOKING STATEMENT**

This press release contains certain "forward-looking" statements, as defined in the United States Private Securities Litigation Reform Act of 1995 that involve a number of risks and uncertainties. Statements, which are not historical facts, are forward-looking statements. The Company, through its management, makes forward-looking public statements concerning its expected future operations, performance and other developments. Such forward-looking statements are necessarily estimates reflecting the Company's best judgment based upon current information and involve a number of risks and uncertainties, and there can be no factors that could cause actual results to differ materially from those estimated by the Company. They include, but are not limited to, the Company's ability to develop operations, the Company's ability to consummate and complete the acquisition, the Company's access to future capital, the successful integration of acquired companies, government regulation, managing and maintaining growth, the effect of adverse publicity, litigation, competition, sales and other factors that may be identified from time to time in the Company's public announcements.

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Freedom Energy Holdings, Inc.

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