

FREEDOM ENERGY CONFIRMS KC 9000® INTERNATIONAL EFFORTS

Fort Wayne, Indiana (Marketwire) –January 9, 2012 - Freedom Energy Holdings, Inc. (Pink Sheets: [FDMF.PK](#)) CEO, Brian Kistler, today released an informational update regarding the efforts concerning KC 9000® internationally from the last year.

“The work and contacts involving opportunities that involve KC 9000® the Persian Gulf are still in play,” stated Kistler.

Kistler continued, “Strategic discussions have been ongoing with parties in the Persian Gulf and now that the Geo-Political situations are beginning to calm down, we are again working towards finalizing agreements and funding for project trials utilizing KC 9000®. The first trial has been tentatively set to take place in April 2012 with funding already committed. The purpose of this trial is to show the effectiveness of cleaning drill cuttings both on and off shore. The location is still to be determined but most likely will be in Dubai.”

“I appreciate the patience and confidence being displayed by our shareholders. It takes patience when dealing with a new and innovative technology. I feel the patience will pay off as the future looks bright for Freedom and I am very encouraged by the level of interest we have been receiving. Our products have proven to be effective and I am confident. I am looking forward to bringing more updates regarding this and other projects in the near future”, concluded Kistler.

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 a new product SR-139 to be effective at breaking down asphalt shingles allowing the extraction and 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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