FOR IMMEDIATE RELEASE

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Press agenda for Project LIBERTY Grand Opening

[NOT FOR PUBLICATION]

EMMETSBURG, IOWA (September 2, 2014) – Press attending the Project LIBERTY Grand Opening have a number of ways to take advantage of the people and events in Emmetsburg on Sept. 3. The opportunities in the schedule below are available throughout the day. Additionally, we will do our best to help arrange interview requests with POET and DSM representatives as well as representatives from the local community. Any advance notice on interview requests is appreciated.

Please remember to RSVP to Matt Merritt (matt.merritt@poetdsm.com) to receive a parking pass for access to the site (The public will be parking at the Wild Rose Casino and shuttled to the site). Please stop by the administration building to receive a press lanyard. The gate opens to media at 8:30 a.m. for those who want to attend the 9 a.m. press tour. The media area and work stations will be open at 10 a.m. in the biomass building.

Wireless access devoted strictly to press is available. The network is “liberty”, the login is “liberty”, and the password is “liberty.” It is case sensitive. *Again, this is strictly for media use, so please do not inform the public or it will slow down the system for all press who need Internet access.*

For those who cannot attend, the ceremony will be livestreamed starting at 11 a.m. at [http://poetdsm.com/liberty](http://poetdsm.com/liberty). Photos will be uploaded throughout the day to [https://www.flickr.com/photos/94159374@N03/sets/72157647098057931/](https://www.flickr.com/photos/94159374@N03/sets/72157647098057931/).
Press Schedule

8:30 a.m.
- Gate opens to media only (public access at 9 a.m.)
- Press (with a parking pass) can park in the POET-Biorefining Emmetsburg parking lot
  - Contact Matt Merritt (matt.merritt@poetdsm.com) to receive a parking pass
  - Address: 4724 380th St., Emmetsburg, IA 50536
- Check-in at the adjacent administration building to receive a press lanyard
- Transportation is available from the administration building to the Project LIBERTY site

9 a.m.
- Press tour #1
  - Press tour begins in the large tent on the south side of the event area
  - Please RSVP for the 9 a.m. or 2:30 p.m. press tours so we can be sure to accommodate everyone
  - Photos/video are allowed only during press tours, not on public tours
    - There are some photo/video limitations inside the facility to be outlined by the tour guide

10 a.m.
- Press who wish to cover the King’s arrival will be shuttled to the administration building
  - Meet in the large tent on the south side of the event area
- Press area opens in the biomass building

10:15 a.m.
- King’s motorcade arrives at POET-Biorefining – Emmetsburg administration building
- Ethanol-powered Vanguard Squadron air show

10:20 a.m.
- Press shuttled back to Project LIBERTY Grand Opening site

11 a.m.
- Grand Opening Ceremony (Biomass Building Main Stage)
  - Emcee: Krista Voda
  - Speakers (in order of appearance)
    - USDA Sec. Tom Vilsack
- Iowa Gov. Terry Branstad
- Iowa Lt. Gov. Kim Reynolds
- DOE Under Secretary for Science and Energy Dr. Michael Knotek
- DSM CEO Feike Sijbesma
- POET Founder/Executive Chairman Jeff Broin
- POET CEO Jeff Lautt
- His Royal Majesty King Willem-Alexander of the Netherlands
  - Multbox is available
  - Photographers can roam and shoot from most locations, but we ask that no one sets up camp in the aisles

12:20 p.m. (immediately after the program ends)
  - Press Conference (Biomass Building, Media Area)
    - Participants
      - USDA Sec. Tom Vilsack
      - Iowa Gov. Terry Branstad
      - Iowa Lt. Gov. Kim Reynolds
      - DSM CEO Feike Sijbesma
      - POET Founder/Executive Chairman Jeff Broin
    - Press conference will be emceed, we ask that you wait to be called on for questions
    - Q&A begins immediately with no opening statements
    - Multbox is available

1:05 p.m.
  - Lunch provided

1:30 p.m.
  - Media who wish to get photo/video of the VIP tour will be shown to a location where the tour will be stopping

2:30 p.m.
  - Press tour #2
    - Press tour begins in the large tent on the south side of the event area
Please RSVP for the 9 a.m. or 2:30 p.m. press tours so we can be sure to accommodate everyone

- Photos/video are allowed only during press tours, not on public tours
  - There are some photo/video limitations inside the facility to be outlined by the tour guide

**About POET-DSM Advanced Biofuels, LLC**

POET-DSM Advanced Biofuels, LLC, is a 50/50 joint venture between Royal DSM and POET, LLC. Based in Sioux Falls, South Dakota, the company is a cooperative effort of two innovators that provides a key to unlocking the opportunity of converting corn crop residue into cellulosic bio-ethanol. Built on the strengths of both companies, the joint venture has a critical mission: to make cellulosic bio-ethanol competitive with corn bio-ethanol, the most competitive renewable liquid transportation fuel on the US market today. Drawing on the deep expertise and experience of POET and DSM in different areas of converting cellulosic biomass into bio-ethanol, POET-DSM Advanced Biofuels has built its first commercial-scale plant co-located with POET Biorefining – Emmetsburg in Emmetsburg, Iowa. Based on this plant, the JV plans to globally license an integrated technology package for the conversion of corn crop residue to cellulosic bio-ethanol. More information: [www.poetdsm.com](http://www.poetdsm.com)

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