

Sparta's Efforts to Transform Plastic Waste into Valuable Commodity Catching Media Attention



Dear Shareholder,

The last few weeks have been a flurry of activity for Sparta, including media engagement. Sparta was recently featured on CBC News Toronto, as well as radio stations in British Columbia and Calgary. As our collaboration with Phoenix Canada to transform plastics into eco-friendly Fuel Additive (PTA) ramps up, we are fielding more attention.

In a recent press release, we announced the purchase of ten HydraGEN™. The hydrogen injection systems are from Toronto based, dynaCERT Inc. (TSX.V: DYA). These units formed an integral part of a program developed by Sparta to demonstrate how single-use plastic can be viably transformed from seemingly useless garbage into clean transportation, using a synergistic combination of Canadian technologies. Together the technologies not only deliver a positive environmental impact but also cut costs in the process. The plan is to have our entire fleet traveling daily, back-and-forth across the 401, powered by transformed plastic that is augmented with dynaCERT's HydraGEN™ technology and monitored by dynaCERT's unique HydraLitica™ telematic monitoring system.

As a result, people are starting to take notice.

Case in point, on Tuesday, August 13th, Toronto's CBC News at 6 p.m. ran an interview with our President, John O'Bireck and showed viewers how Sparta and collaborator, Phoenix transform single-use waste plastics into eco-friendly fuel additive. A couple days later (Aug 15th) O'Bireck was a guest on two separate radio shows – Kamloop's Radio, 610 CHNL and Calgary's Global News Radio, 770 CHQR.

During the CBC interview, the designer of the Phoenix, PTA system, Eric Wong, was in attendance, as was Jeff Liu and Francis Ko, also from Phoenix Canada. Jim Payne of dynaCERT, Sheila McGrovy, Manager of Economic Development for the Town of Whitby and Daniel Van Kampen, Economic Development Officer for the Town, were also present.



Pictured here with Talia Ricci and her videographer from CBC are Francis Ko (Vice President of Phoenix Canada), Eric Wong (President of Phoenix Canada), John O’Bireck (President of Sparta), Jim Payne (President & CEO of dynaCERT), Daniel Van Kampen (Economic Development Officer – Town of Whitby), Sheila McGrovy (Manager of Economic Development -Town of Whitby)

Currently, Sparta’s vehicles travel across Toronto along Highway 401, as well as into the Niagara Peninsula - and on occasion into Up-state New York. Over a 12-month period more than 1,700,000 kilometres of road time is clocked, consuming a lot of diesel fuel and emitting a significant amount of GHG. Combining the two technologies (PTA and HydraGEN™ by dynaCERT) means less emissions.

The hypothesis is that by outfitting the fleet with dynaCERT's HydraGEN™ technology, combined with Phoenix's plastics-based synthetic fuel additive, fuel economy will be optimized while greatly reducing GHG emissions and all to be verified using advanced telematics.

"At this point we are looking to prove how the HydraGEN™ system and the PTA process can be complimentary," says O'Bireck. He went on to explain, "When we show that they work well together, we believe it will open up many doors to new markets. We want to thank all those participating in this important demonstration as their efforts could have a significant impact in finding viable ways to address the Worlds' plastic disposal dilemma".