



**Sparta Capital Ltd. announces New Product Division –  
“Addeco Technologies” and Phase 1 Launch of the  
AddecoTech SS10L Fuel Additive Injector**

**TSXV:SAY**

**FOR IMMEDIATE RELEASE**

**CALGARY, ALBERTA** – March 24, 2011 – Sparta Capital Ltd. (“Sparta” or the “Corporation”) (TSX Venture:SAY) is pleased to announce the establishment of its new product division, “Addeco Technologies” through which Sparta will launch the Phase 1 roll-out of its new AddecoTech SS10L Fuel Additive Injector. The staged roll-out with key customers, will confirm manufacturing and supply chain function, demonstrate product performance in target industries and confirm production requirements to meet market potential.

The Fuel additives business is a multi-billion dollar industry world-wide. Where fleets are fuelled from central bulk storage facilities, it is not uncommon to mix additives with fuel in bulk storage tanks for distribution across the equipment fleet. For many companies, equipment is not fuelled from centralized fuel storage tanks and bulk fuel treatment is not an option. An alternative is to manually pour a small amount of additive into the fuel tank of each piece of equipment at the time of fuelling.

The most significant problem with manual additive dispensing is that mixing additives manually at each tank fill is an error-prone task that requires accuracy and consistency in calculating the correct ratio for the amount of fuel added and in pouring the additive into the tank. With incorrect concentration of additive, the benefits may not be achieved and the investment in the additive can be reduced or lost completely.

Sparta delivers a solution to problems with manual fuel additive treatment by introducing the fully automated AddecoTech SS10L. A system complete with a 10 litre stainless steel additive reservoir, mounted near the fuel tank, which through computer controlled monitoring of fuel levels, automatically dispenses the precise amount of additive at each fuel fill without any operator involvement. The Addeco system is fully programmable to operate with a wide range of additives, additive to fuel mixing ratios and climatic conditions for any type of fuel in both mobile and stationary applications. For further information on the Addeco system go to the website: [www.addecotech.com](http://www.addecotech.com)

Sparta has received a final approval report confirming compliance with relevant international regulatory requirements. The product has successfully passed industry standard EMC (Electromagnetic Compatibility) compliance tests: FCC Part 15, Subpart B (Class A), ICES-003 (Class A), CISPR 22 (Class A) and CISPR 25 (Class A). The testing was conducted at National Technical Systems (NTS), Canada in

Calgary, Alberta. NTS is an independent ISO/IEC 17025 accredited testing laboratory, accreditation number FCC 101386 / IC3978A-1.

Sparta's Vice President of Product Development Duane Wood says, "The positive compliance testing results mark a major milestone in the development of the AddecoTech SS10L and lays the foundation to commence Phase 1 of an aggressive global sales demonstration and marketing initiative."

Pursuant to a license agreement with a private technology development company in New Zealand, Sparta acquired the exclusive world-wide license to the integrated control board and all hardware, software and intellectual property integral to the operation of the fuel additive system. Over the past 14 months of extensive due diligence Sparta developed the first in a series of products, the Addeco SS10L, and has progressed into the Phase 1 market assessment stage of the license agreement. In Phase 1 Sparta will further monitor product performance, market acceptance and adequacy of supply chain function in support of the manufacture and assembly of the Addeco system.

Upon successful completion of Phase 1, Sparta will move to Phase 2 of the License Agreement, which entails full commercialization across North America and other international markets. The License Agreement includes certain minimum sales performance criteria to maintain world-wide exclusivity.

Sparta also announces that it has entered into a letter of intent to act as the master sales agent for a biofuel product within Australia and New Zealand. Customer demonstration assessments are expected to commence in the region over the next six months. With positive demonstration results a broadened market roll-out will commence across Australia and New Zealand.

#### Forward-Looking Statements

Certain statements included in this press release may constitute forward-looking statements that involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Corporation, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include changes in government regulations, general economic conditions and business conditions, ability to raise debt or equity financing as required to fund operations, foreign currency exposure, supplier constraints, transportation constraints, emissions standards, fuel prices, product quality and safety, alternative and competing products, protection of intellectual property, the findings resultant to due diligence programs, the ability to attract and retain employees, sales agents and service personnel in Canada and in international markets, effectiveness of sales programs, the actions of current and future competitors, future claims or litigation, the speculative nature of product research and development, and other factors that may affect demand for the Corporation's products and services and the ability of the Corporation to implement its business strategy and/or generate profit.

The words "may", "would", "could", "will", "likely", "estimate", "believe", "expect", "plan", "anticipate", "forecast", "to commence", "is to be" and similar expressions are intended to identify forward-looking statements. Although Sparta has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from

those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. Sparta does not undertake to update any forward-looking statements that are incorporated by reference herein, except in accordance with applicable securities laws.

THE TSX VENTURE EXCHANGE INC. HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.

For further information related to Sparta, please contact:

Ray Ludwig, Vice-President Operations  
Telephone: (403) 539-9146, Fax: (403) 206-7568  
r.ludwig@spartacapital.com

OR

Duane Wood, Vice-President Product Development  
Telephone: (403) 539-9146, Fax: (403) 206-7568  
duane.wood@spartacapital.com

***Neither TSX Venture nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture) accepts responsibility for the adequacy or accuracy of this release.***

***Not for distribution to U.S. news wire services or dissemination in the United States.***