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Extreme Energy Solutions President and CEO, Samuel K. Burlum Releases Self-Written Book Entitled Life in the Green Lane Pursuit of the American Dream

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Is 75 miles per gallon achievable? Extreme Energy Solutions President and CEO, Samuel K. Burlum releases "Life in the Green Lane – Pursuit of the American Dream" to answer this question and many more by sharing the complete history of the company he founded; the technology it has researched; and some of the discoveries, accomplishments and challenges along the way.

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Extreme Energy Solutions President and CEO, Samuel K. Burlum has officially launched "Life in the Green Lane – Pursuit of the American Dream", a self-written, tell-all book detailing the entire history of Extreme Energy Solutions, its founders, the challenges it has dealt with and how it came to be the company it is today.

Life in the Green Lane – Pursuit of the American Dream discloses many of the challenges of the early years and describes some of the technology that the company was involved with such as the hydrogen fuel cell assist retrofits that were used in the Progressive Automotive X-Prize 100 MPG competition. The book also illustrates some of the company's wins and accomplishments as Samuel Burlum shares some of his expert insight into what a winning recipe for business is. The book also serves as an autobiography of Burlum himself who is an accomplished businessman and community leader in the Northern New Jersey area.

Mr. Burlum is a founding member of Extreme Energy Solutions, elected to the post of President by the Company's Shareholders in 2011. He also serves as Vice President of SMART Air Fuel Saver LLC; author's the syndicated news column, The Green Lane, and serves as a member on the National Small Business Leadership Council. Burlum, a career entrepreneur, founded his first business in 1992. He operates ESLC Inc, a business consulting firm, where he is Managing Director.

He served as an Officer (Secretary) for Informal Small Business Owners Group of Northern NJ (2014) Board Secretary for Spirit of the Arts Foundation (501c3 non-profit) in 2013 and 2012; and was a committee member of the Green Fleet Task Force for Sustainable Jersey (501c3 non-profit) (2012-2015). Mr. Burlum graduated from Berkeley College with an Associate's Degree and is a recognized public speaker, who has provided commentary in the areas of environmental and economic policy and innovation. During this process he has provided proposed content that contributed to crafting public policy. He has also been featured on many radio and television programs including Today in America, hosted and narrated by NFL Football Legend Terry Bradshaw, which aired on the Discovery Channel. He also volunteers his time to organizations which benefit many local causes within the community.

Life In The Green Lane goes beyond being a fact-based, first-hand account of what it takes to succeed in the clean tech space. "What is even more important than the technology and the places in which we have been able to reach, is the people," mentioned Burlum, "We have met some amazing individuals who care just as much about their communities, the health, welfare, and environment in which they live. It does not matter whether we're in China or the Middle East or Middle America, in general, people all want the same things for their families- to preserve the planet for future generations to enjoy it with a better quality of life than those today."

The book is being launched through an IndieGoGo campaign where supporters can choose from several different options to assist. For small donations, supporters can receive tee shirts and hats and also pre-order a paperback or hardcover copy of the book. Larger contributions will allow the supporter to receive autographed copies of the book, attend the official book launch party and also receive the leading emissions reduction and fuel economy technology currently offered by Extreme Energy Solutions, the Smart Emissions Reducer.

The IndieGoGo campaign reached over \$2,000 in the first 5 hours of being launched and is steadily increasing. From celebrities to politicians, and members of schools of thought; Extreme Energy Solutions and Samuel Burlum have developed a wide range of fans and advocates, which shows by the progress of the campaign contributions. Schmitt the Weather Dog, Meteorologist Ron Trotta and Childrens Book Author Elly McGuire have become fans and advocates of the company's Extreme Kleaner product line. They're joined by world renowned Opera Singer and Performer Frank Basile who also advocates the company's products. Even the co-founder of CSPAN and founder of the Vincent T. Lombardi Foundation, Robert Schmidt has been able to experience the potential of the Smart Emissions Reducer.

As momentum builds for this powerful, insiders look at the fuel economy, vehicle emissions and clean tech space, more exposure to solutions for the industry's challenges will be seen by many key individuals. You can take part in this sustainability movement by supporting the Life In The Green Lane IndieGoGo Campaign here.

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