

## **Thermal Energy International Strengthens Investor Communications**

### ***Company engages investor relations firm***

**OTTAWA, ONTARIO – October 15, 2013** – Thermal Energy International Inc. (“Thermal Energy” or the “Company”) (TSXV: TMG), a global provider of energy efficiency and emission reduction solutions, is pleased to announce that it has retained Heisler Communications to provide strategic investor relations services on behalf of the Company. Heisler Communications is a Toronto-based capital markets communications firm providing a full range of traditional and online services to help companies increase their visibility, manage investor expectations, and broaden and strengthen investor relationships.

“We continue to believe that we have a great story to tell and expect Heisler Communications to help ensure that story resonates with investor audiences,” said William Crossland, CEO of Thermal Energy. “While we remain focused on growing our project pipeline and executing on our record high backlog, enhancing our investor relations will facilitate faster and more accessible communications with both current and prospective shareholders. Over the next several months, Heisler Communications will help increase our visibility by refining our investor marketing strategy and developing a stronger online presence for the Company, including the use of social media to build a larger following with targeted investor audiences.”

Under the terms of the agreement, the Company will pay Heisler Communications a monthly retainer fee of \$3,500 for professional services. The initial contract term is six months, subject to termination upon 30 days written notice. Heisler Communications acts at arm’s length to Thermal Energy and does not have any interest, directly or indirectly, in Thermal Energy or its securities, or any right or intent to acquire such an interest.

The appointment of Heisler Communications remains subject to approval by the TSX Venture Exchange.

### **About Heisler Communications**

Heisler Communications helps companies large and small tell their stories to investment bankers, investors and other stakeholders. Based in Toronto, and owned and operated by Mr. Trevor Heisler, the firm provides a full range of investor relations services, including investor strategy development and implementation, improving shareholder communications, and improving access to targeted investor audiences. Heisler Communications currently maintains a small client base, which enables the firm to provide a quality, personalized service for its clients. Prior to starting Heisler Communications, Mr. Heisler managed a start-up investor relations practice focused on China-based businesses after having been a senior member and key contributor to the diversified industries group at TMX | Equicom for several years.

For further information, visit [www.heislercommunications.com](http://www.heislercommunications.com)

### **About Thermal Energy International Inc.**

Thermal Energy International Inc. is an innovative cleantech company providing a variety of proprietary and proven energy efficiency, emission reduction, water efficiency, and bioenergy products and solutions to the industrial, commercial and institutional markets worldwide. Thermal Energy is also a fully accredited professional engineering firm, and can offer advanced process and applications engineering services. By providing a unique mix of proprietary products together with process, energy, environmental, and financial expertise Thermal Energy is able to deliver significant financial and environmental benefits to its customers.

Thermal Energy's products include; **GEM**<sup>®</sup> - Steam traps and condensate return systems, **FLU-ACE**<sup>®</sup> - Direct contact condensing heat recovery, and **Dry Rex**<sup>™</sup> - Low temperature biomass drying systems. These award winning products are effective in a wide variety of industries and application and have an excellent track record of longevity, proven reliability and performance providing significant energy savings, reduced GHG emissions, improved water efficiency, lower maintenance costs, improved product quality and increased production efficiency. Thermal Energy International Inc. has offices in Ottawa, Canada as well as Bristol, UK, United States, Italy and China.

For more information, visit our website at [www.thermalenergy.com](http://www.thermalenergy.com).

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This news release contains forward-looking statements relating to, and amongst other things, based on management's expectations as to the work to be performed by Heisler Communications during the term of the investor relations agreement among the parties. Statements relating to the work to be performed by Heisler Communications and the effects of such work as well as statements relating to the Company's backlog are all forward looking statements. These statements are not guarantees of future performance and involve a number of risks, uncertainties and assumptions. Many factors, some of which are outside of the Company's control, could cause events and results to differ materially from those stated. Market receptiveness and reaction to the investor relations activities of Heisler Communications on behalf of the Company is outside the control of both Heisler Communications and the Company. Orders in the Company's backlog as described above may not turn into revenue due to many factors, some of which are outside of the Company's control, including but not limited to the Company's ability to deliver products on time and in accordance with specifications and the continuing financial viability of the customer. The Company disclaims any obligation to publicly update or revise any such statements except as required by law.

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