

MissionIR Features ForceField Energy CEO David Natan in Exclusive Interview

ATLANTA, GA--(Marketwired - Sep 18, 2013) - MissionIR today announces that its interview with David Natan, the Chief Executive Officer of ForceField Energy Inc. (OTCQB: [FNRG](#)), is now available online. The audio interview can be heard at <http://fnrg.missionir.com/interview.html>.

In the interview, Natan provides an overview of the rapidly growing energy sectors being targeted by the Company's multifaceted business model. He discusses ForceField Energy's proprietary waste heat conversion technology, which profitably converts waste heat generated from industry processes and other sources into clean energy, as well as its exclusive license to distribute high-performance LED lighting products in North America, Mexico, Latin America and the Caribbean.

ForceField Energy is operated by a highly experienced management team with numerous years of business development and public company experience in a high profile environment. Natan describes the backgrounds and qualifications of several key members of ForceField Energy management, as well as details his own experience as Chief Financial Officer of four listed U.S. public companies.

In his comprehensive review of the company, Natan also touches on ForceField Energy's overall growth strategy and the recent significant progress made by the Company on several fronts.

About ForceField Energy Inc.

ForceField Energy is a global company whose products and solutions focus on renewable energy and improved energy efficiency. ForceField's subsidiary, TransPacific Energy Inc. ("TPE"), has patented a technology which uses proprietary multiple component fluids that are environmentally sound, non-toxic and non-flammable. Custom formulated mixtures efficiently capture and convert heat directly from the heat source at temperatures ranging from 75° F to 950° F. TPE's technology offers applications at broader temperature ranges than other energy recovery systems. TPE's systems in certain applications reduce operating and maintenance costs thereby significantly improving return on capital expenditures, thus making the purchase of waste heat recovery systems which previously yielded nominal savings, economically viable. ForceField is the exclusive distributor in the U.S., Canada, Mexico, Latin America, and the Caribbean of Light Emitting Diode ("LED") commercial lighting products and fixtures for a premier LED manufacturer, Lightsky. An LED is a semiconductor device which converts electricity into light. The LED light is considered "green" because of the absence of dangerous chemicals and an accompanying significant reduction in energy consumption depending on the application, from 50% to 70% of traditional lighting products.

ForceField is a distributor for PowerOneData International, Inc. a company that provides Advanced Metering Infrastructure and ASLM solutions to the international energy markets, reducing energy resource consumption and its negative impact on the environment and public health. ForceField is also a significant manufacturer and distributor of trichlorosilane ("TCS") in China. TCS is a specialty chemical primarily used in the production of polysilicon, which is an essential raw material in the production of solar cells for PV panels that convert sunlight to electricity. TCS is considered to be the first product in the solar PV value chain before polysilicon, and is also the principal source of ultrapure silicon in the

semiconductor industry. For additional information regarding ForceField Energy Inc. or Transpacific Energy, Inc., please visit the companies' websites at www.ForceFieldenergy.com, www.transpacenergy.com, www.lightsky-led.com or contact Richard St-Julien at (212) 672-1786.

About MissionIR

MissionIR is committed to connecting the investment community with companies that have great potential and a strong dedication to building shareholder value. We know our reputation is based on the integrity of our clients and go to great lengths to ensure the companies represented adhere to sound business practices.

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