



Cleanfield Makes Inroads into Automotive Retail Sector with BMW Dealership Sale

TORONTO, ONTARIO – July 11, 2011 - Cleanfield Alternative Energy Inc. ("Cleanfield") (TSX VENTURE: AIR), a leader in innovative, sustainable energy technologies and building-integrated solutions, announced today that the company has sold and installed one of its industry leading vertical-axis wind turbine ("VAWT") to Auto West BMW of Richmond B.C., establishing the automotive retail sector as an additional market vertical for Cleanfield's products.

Cleanfield CEO, Tony Verrelli, comments, "The Cleanfield turbine will reduce Auto West's reliance on utility grid electricity. This purchase demonstrates Auto West's industry leadership in environmental responsibility. As a very visible business in the public eye, this BMW dealership will help increase public awareness around environmental issues through its direct reduction of CO₂ emissions and other harmful side effects associated with the use of fossil fuels. Significantly, with this first sale into the automobile retail sector we believe we have opened up a very promising sales channel for Cleanfield."

According to Hadi Dowlatabadi, Canada Research Chair in Global Change at the Institute for Resources, Environment and Sustainability at the University of British Columbia, "Auto West BMW is at the forefront of environmentally-aware businesses in our region. Their new premises are a showcase for efficiency and environmental sustainability in commercial buildings."

About Cleanfield: Cleanfield is an innovative technology company focused on the research, development and distribution of renewable energy solutions for the urban environment. The company owns industry leading and proprietary inverter technologies, which it currently sells through a complete solution – a 3.5 kW vertical axis wind turbine. The company is also developing several advanced solar photovoltaic technologies with strategic partners.

About Auto West BMW: Auto West BMW is part of the Auto West Group, a top provider of luxury automobiles offering an unparalleled purchasing experience. The Auto West Group has over 180 team members and three locations: Auto West BMW, MINI Richmond, and Auto West Infiniti. The company shines above competition by providing passionate, driven service that truly exemplifies the luxury automotive industry. Auto West BMW can be found at 10780 Cambie Road in Richmond, BC or accessed on the web at <http://autowest.bmw.ca/ca/autowest/en/index.html>.

Forward Looking Statements: Certain statements in this news release may be considered to be forward-looking. These statements relate to future events or Cleanfield's future results including revenues and reflect the current assumptions and expectations of management. Unknown factors may affect the events, performance, revenues and results of operations described herein. Cleanfield undertakes no obligation, and does not intend to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable laws.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

FOR FURTHER INFORMATION: Go to www.cleanfieldenergy.com or contact Tony Verrelli, CEO, Cleanfield at (905) 304-5223 or info@cleanfieldenergy.com.