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HII Technologies, Inc. Announces New Name and Rebranding of Its Power Division Subsidiary to "Sage Power Solutions"

Adds Services, Territory Expansion and New Customer Agreements

HOUSTON, TX -- (Marketwired) -- 02/24/15 -- [HII Technologies, Inc.](http://www.hiitechnologies.com) (OTCQB: HIIT) ("HII Technologies" or the "Company"), an oilfield service company focused in frac water management with supporting divisions in oilfield power and safety services today announced it is renaming its Power division subsidiary known as KMHVC, Inc. dba South Texas Power (STP) to "Sage Power Solutions, Inc." as part of a rebranding initiative for the Company's Power division. The rebranding and renaming of the subsidiary will take effect within the next thirty days and is in connection with the Power division's geographic expansion into other parts of Texas and Oklahoma and its service offering expansion to now include Oilfield Power Management Solutions.

"The Company's Power division is growing into a Southwest United States based power management company," stated Chad Crady its President. "Since its launch as South Texas Power (STP), the Company's Power division initially focused in the South Texas Eagle Ford Shale market providing diesel 'gap power' applications used by oil operators in remote locations typically where no power grid is available. Today, it has grown both geographically and in its service offering due to its customers' requirements for expanded scope of Power services including natural gas power, artificial lift, semi-permanent facilities power and grid installation and services." Mr. Crady continued, "Renaming the Company's Power division to 'Sage Power Solutions' emphasizes its growth and ability to work at a corporate level with its customers as a full-service oilfield power management solutions provider."

The Company's Power division also announced today a new contract to provide ten new natural gas generators for rental and service for a large oilfield operator in the Eagle Ford Shale area in a semi-permanent artificial lift application, saving the customer an estimated \$85 thousand a month in operating costs just on those units compared to the previous approach.

"We are pleased to announce the transition to higher value services for oilfield operators. Adding natural gas power, contract electrical services and grid installation through our own

fleet and via strategic corporate partnerships has been well received by our oilfield customers. In our experience today, oil companies want a one-stop-shop for their power needs and we believe that our Power division now offers a comprehensive suite of services allowing it to function as a single source Power provider for oilfield operators," said Matt Flemming, CEO of HII Technologies. "We believe the future is promising for the Company's Power division and currently anticipate other milestones within fiscal year 2015."

About HII Technologies, Inc.

[HII Technologies, Inc.](#) is a Houston, Texas based oilfield services company focused in Total Frac Water Management with operations in the southwest United States. It has two supporting divisions in oilfield power management and safety services. By focusing on the critical service areas of Water, Safety and Power, the Company is positioned to take advantage of the activity in horizontal drilling and hydraulic fracturing within the United States' active shale and unconventional "tight oil" plays. The Company's frac water management division does business as AES Water Solutions, Hamilton and AquaTex, its oilfield safety services division does business as AES Safety Services, and its oilfield power subsidiary is rebranding previously South Texas Power (STP) to Sage Power Solutions. The holding company, HII Technologies' objective is to bring proven technologies to these operating divisions to build a long-term competitive advantage for its stakeholders. Read more at www.HIITinc.com, www.AESWaterSolutions.com, www.AquaTexUSA.com, www.HamiltonFracWater.com, www.AESSafetyServices.com and www.Oilfield-Generators.com.

Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Any statements as to matters that are not of historic fact are forward-looking statements. These forward-looking statements are based on HII's current expectations, estimates and projections about HII, its industry, its management's beliefs and certain assumptions made by management, and include statements regarding estimated capital expenditures, future operational and activity expectations, international growth, and anticipated financial performance in 2015. No assurance can be given that such expectations, estimates or projections will prove to have been correct. Whenever possible, these "forward-looking statements" are identified by words such as "expects," "believes," "anticipates" and similar phrases.

Readers are cautioned that any such forward-looking statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict, including, but not limited to: risks that HII will be unable to achieve its financial, capital expenditure and operational projections, including quarterly and annual projections of revenue and/or operating income and risks that HII's expectations regarding future activity levels, customer demand, and pricing stability may not materialize (whether for HII as a whole or for geographic regions and/or business segments individually); risks that fundamentals in the U.S. oil and gas markets may not yield anticipated future growth in HII's businesses, or could further deteriorate or worsen from the recent market declines,

and/or that HII could experience further unexpected declines in activity and demand for its hydraulic frac related water transfer business, its safety consultancy business or its generator and related equipment rental service businesses; risks relating to HII's ability to implement technological developments and enhancements; risks relating to compliance with environmental, health and safety laws and regulations, as well as actions by governmental and regulatory authorities; risks that HII may be unable to achieve the benefits expected from acquisition and disposition transactions, and risks associated with integration of the acquired operations into HII's operations; risks, in responding to changing or declining market conditions, that HII may not be able to reduce, and could even experience increases in, the costs of labor, fuel, equipment and supplies employed and used in HII's businesses; risks relating to changes in the demand for or the price of oil and natural gas; risks that HII may not be able to execute its capital expenditure program and/or that any such capital expenditure investments, if made, will not generate adequate returns; and other risks affecting HII's ability to maintain or improve operations, including its ability to maintain prices for services under market pricing pressures, weather risks, and the impact of potential increases in general and administrative expenses.

Because such statements involve risks and uncertainties, many of which are outside of HII's control, HII's actual results and performance may differ materially from the results expressed or implied by such forward-looking statements. Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements. Other important risk factors that may affect HII's business, results of operations and financial position are discussed in its most recently filed Annual Report on Form 10-K, recent Quarterly Reports on Form 10-Q, recent Current Reports on Form 8-K and in other Securities and Exchange Commission filings. Unless otherwise required by law, HII also disclaims any obligation to update its view of any such risks or uncertainties or to announce publicly the result of any revisions to the forward-looking statements made here. However, readers should review carefully reports and documents that HII files periodically with the Securities and Exchange Commission.

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