



Larry Gross is the Chief Executive Officer and a Director of Altra Inc. a national biofuels company which owns and operates California's first large scale ethanol production plant.



www.AltraBiofuels.com

Prior to Altra, Larry was Vice Chairman and Director of Idealab, which operated more than 40 companies. Previously he was Senior Vice President of Cendant Software managing 7 companies with over 1,000 employees and revenues of more than \$300 Million. During his tenure, Larry was instrumental in selling the Cendant Software division to Vivendi-Universal Corp. (NYSE:V) for approximately \$1 Billion in cash. Earlier in his career, Larry was co-founder and CEO of Knowledge Adventure Inc., which was acquired by Cendant Corp. (NYSE:CD) in 1997. Under Larry's management, Knowledge Adventure became a premier publisher of popular children's educational software including JumpStart Kindergarten and Math Blaster. Larry holds a B.S. in Engineering from the California Institute of Technology and is a graduate of the Executive Program for Growing Companies at the Stanford Graduate School of Business. Larry is also a member of the Los Angeles Chapter of the Young Presidents Organization (YPO).