

MEDIA ADVISORY

Energy Efficiency Global Forum & Exposition (EE Global) Begins Nov. 11:
Nov. 11-14, 2007, Washington, D.C.

MEDIA DAY/PRESS CONFERENCES: MONDAY, NOV. 12

Register at <http://www.eeglobalforum.com/pressroom-registration.php>

What: The Energy Efficiency Global Forum & Exposition, hosted by the Alliance to Save Energy: a first-of-its kind, comprehensive international energy-efficiency forum that will attract industry professionals, policymakers, and academics to forge partnerships and develop “best practices,” policies, and strategies to respond to the climate, national security, and economic implications of the increasing global demand for energy. **Highlights:**

- Plenary sessions with keynote addresses from high-level international speakers: <http://www.eeglobalforum.com/symposium-plenary.html>.
- Groundbreaking curriculum featuring 36 Executive Dialogue Sessions with 200 executive-level speakers addressing policy, power generation, market drivers, buildings, transportation, industry, and finance: <http://www.eeglobalforum.com/symposium-execdialogue.html>.
- Comprehensive exposition with more than 75 confirmed exhibitors: international appliance and product manufacturers, government agencies, utilities, associations, national laboratories, and more: <http://www.eeglobalforum.com/exposition-floorplan.html>.
- A “Energy-Efficiency World’s Fair”-style Public Day (Nov. 11) featuring experts on hand to analyze home energy bills, raffles for great energy-saving prizes, giveaways, educational seminars, entertainment, the Energy Hog show for kids, and more: <http://www.eeglobalforum.com/publicday/index.html>.

Who: **Plenary Sessions:** U.S. Senator Mark Pryor; Jeff Fettig, Chairman and CEO of Whirlpool Corporation; Jim Rogers, Chairman, President and CEO of Duke Energy; K.R. (Kaj) den Daas, Chairman of Philips Lighting North America; James R. Leape, Director General, World Wildlife Fund International; Georgina Kessel, Secretary of Energy, Mexico, and more.

NEW Plenary Session Additions: U.S. Deputy Secretary of Energy Clay Sell; Minnesota Governor Tim Pawlenty; R.K. Stewart, the President of the American Institute of Architects; Tim Wirth, President of the U.N. Foundation; Long Beach, Calif. Mayor Bob Foster; and Jackie Pfannenstiel, Chair of the California Energy Commission.

Press Conference Speakers: Officials from approximately 20 exhibitors, plus 2007 Nobel Peace Prize co-recipient Dr. Kevin Gurney of Purdue University, who will discuss the HESTIA project – which will quantify global fossil fuel carbon dioxide emissions and their underlying driving processes at high resolution in space and time visualized within a 3-D Google Earth-like virtual environment.

When: **Public Day:** Sunday, Nov. 11, 11 a.m.-4 p.m.
Media Day: Monday, Nov. 12, 10 a.m.-6 p.m. (press conferences from 10 a.m.-11 a.m.)
Conference Sessions: Tuesday, Nov. 13, 8:30 a.m.-5:30 p.m.
Conference Sessions: Wednesday, Nov. 14, 9 a.m.-5 p.m.

Where: Washington D.C. Convention Center, 801 Mount Vernon Place, NW, Washington D.C. 20001 (adjacent to Mt. Vernon Square Metro stop on Green and Yellow Lines)

Media are invited to attend all of EE Global free of charge. Please register at www.eeglobalforum.com/pressroom-registration.php. For more information, including the full conference schedule of sessions and speakers, visit www.eeglobalforum.com. The online press room is located at <http://www.eeglobalforum.com/pressroom.html>.

Media contacts: Ronnie Kweller, 202-530-2203, rkweller@ase.org; Mindy Berman, 310-915-5947, mberman@ase.org

#