

MEDIA ADVISORY

**Register for Energy Efficiency Global Forum & Exposition (EE Global):
Nov. 11-14, 2007, Washington, D.C.: www.eeglobalforum.com
MEDIA DAY/PRESS CONFERENCES: MONDAY, NOV. 12**

What: Media Day at EE Global will feature approximately 20 press conferences highlighting energy efficiency announcements and updates. Media also will have the opportunity to conduct one-on-one interviews with industry, policy, and nonprofit leaders throughout the day.

Who: **Press Conferences Scheduled to Date – Product/Program/Event Launches (Nov. 12, 10 a.m. – 11 a.m.):**

- CMC Energy Services: Announcement of recognition of Low-Income Usage Reduction Program by the American Council for an Energy-Efficient Economy as an Exemplary Program. Also announcement of recent development of “Switch-to-Efficiency Plan,” a strategy to create greater utility involvement in energy efficiency.
- Embraco-Compressores e Soluções de Refrigeração: Announcement that all of its factories can offer highly energy-efficient products to the world market, meeting international regulations of reduced energy consumption (main development: the Variable Capacity Compressor).
- Knauf Insulation: Announcement of Purdue University “HESTIA” project and research support by Knauf Insulation. Knauf is the first corporate sponsor of this research that 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.
- E-Mon: Introduction of new line of Green Class electric sub-meters targeting green building initiatives. The meters provide utility-grade metering accuracy for measuring and verifying the effectiveness of LEED, EPA Act, renewable energy, demand response, and other facility energy initiatives.
- Renewable Energy and Energy Efficiency Partnership (REEEP): Launch of a global energy-efficiency coalition to provide a “voice” for the energy-efficiency sector at international and intergovernmental meetings. The Coalition will conduct its first event at the Bali COP meeting in December.

Additional Press Conferences Scheduled to Date (Nov. 12, 10 a.m. – 11 a.m.):

- AEAE – Asociación de Empresas para el Ahorro de la Energía en la Edificación, A.C.: Discussion of steps recommended in Mexico to reap the potential of energy efficiency in buildings.
- Carbon Forum America (Koelnmesse, Inc. and the International Emissions Trading Association): Discussion of the upcoming Carbon Forum America 2008 in response to the demand for an organized and regulated carbon trading market.
- ClimateMaster, Inc.: Data on the efficiency and cost-effectiveness of geothermal heat pumps for space conditioning.
- C.Q.M., Ltd.: Information on innovative Cleantech energy-efficiency solutions for buildings, power plants, and industrial processing.
- CRS Electronics: Update on LED energy-efficient lighting, including MR16 and fluorescent tube replacements.
- Earth Day Network: Details on the Green Schools Initiative and its positive impact on the environment and energy conservation.
- Energy Curtailment Specialists, Inc.: Information on growth of demand response efforts and movement into new markets.
- ENERGY GLOBE AWARD – GEG Agency: Update on the 2007 and 2008 ENERGY GLOBE competition for today’s most prestigious environmental award.
- Green Building Initiative: Availability of a groundbreaking environmental impact calculator available free of charge to architects, engineers, and others.

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- Osiris Enterprises-AquaMaker: Discussion of the AquaMaker, an atmospheric water generator that makes water from water vapor in the air, with the home and office-size model having a major energy-saving feature. (Osiris Enterprises is a new regional distributor for AquaMaker.)
- OSRAM SYLVANIA: Demonstration of “Sustainability in Action” by providing customers with efficient lighting solutions while incorporating environmental responsibility into all phases of product production.
- Washington Gas: Update on consumer education initiatives to inform customers about energy efficiency, energy cost management, safety, and more.

When: Media Day: Monday, Nov. 12, 10 a.m.-6 p.m.

- 10 a.m.-11 a.m.: Exhibitor/sponsor news conferences
- 11 a.m.-4 p.m.: Opportunities for one-on-one interviews with industry, policy, and nonprofit leaders
- 4 p.m.-6 p.m.: Roundtable on Best Practices

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)

More: Additional EE Global highlights:

- A four-day event with industry professionals, policymakers, and academics to exchange the latest technical, commercial, and policy information; forge partnerships; and develop “best practices,” policies, and strategies to respond to the climate, energy security, and economic implications of the increasing global demand for energy.
- Four 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 about 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 from 11 a.m. to 4 p.m.) 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>.

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 full conference schedule of sessions and speakers, visit www.eeglobalforum.com. The online press room is located at <http://www.eeglobalforum.com/pressroom.html>.

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