



FOR IMMEDIATE RELEASE  
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## **Greentech Media Launches Independent News and Analysis Website**

*Founders bring proven combination of news, research and events to the emerging greentech market*

Cambridge, Mass. — Sept. 4, 2007. Greentech Media, Inc., a new-media firm that delivers cutting-edge news, market research and live web events, launches today. Founders Scott Clavenna and Rick Thompson hail from Light Reading, the world's largest telecom-industry media company, and are adapting a similar integrated business model, tailored specifically for success in the fast-growing green-technology market.

"Greentech Media is already executing on its plan to become the foremost online-media company in this important global technology market," said Greentech Media's President and CEO, Scott Clavenna. "The response so far has been overwhelmingly positive with over a thousand key industry players attending our webinars and hundreds of customers purchasing our market-research products — all before we fully launched the site."

In advance of the launch, Greentech Media has partnered with the Prometheus Institute, the most respected source of analysis of the photovoltaic- (PV) and alternative-energy markets, to jointly produce market studies, webinars and live events. In addition, Greentech Media has partnered with Rob Day of @Ventures to become the exclusive host of the "Cleantech Investing" blog, one of the most widely read cleantech blogs on the Web.

"I'm excited to join this experienced team as they kick off this highly anticipated site," said Rob Day.

Greentech Media's team at launch includes senior analyst Eric Wesoff, publisher of the Venture Power Report, and Jennifer Kho, formerly of *Red Herring* and the country's top greentech reporter, plus a staff of seasoned analysts, writers, salespeople and managers.

Greentech Media's launch is sponsored by a diverse group of greentech industry leaders, including Tioga Energy, EI Solutions, Weber Shandwick and the law firms of Goodwin Procter and Mintz Levin, many of whom will be collaborating with Greentech Media on a series of informative webinars.

“In a rapidly emerging and evolving sector like cleantech, the latest market reports, breaking news and commentary become absolutely critical information for business leaders,” said Paul Detering, CEO of Tioga Energy. “The thoughtful and comprehensive reporting from Greentech Media will be a valuable tool in an industry full of change.”

### **About Greentech Media**

Greentech Media was founded in February 2007 with the vision of creating a fully integrated online-media company comprised of cutting-edge news, in-depth research and analysis and focused industry events. Founders Scott Clavenna and Rick Thompson bring diverse experience from technology startups, market-research firms and integrated online-media companies, notably Light Reading, the leading online company serving the telecommunications market. Greentech Media is headquartered in Cambridge, Mass., New England’s educational- and technology-innovation center, with operations in New York City and San Francisco. For more information, visit <http://www.greentechmedia.com>.

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