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Greentech Media and the Prometheus Institute Announce *Greentech Innovations: End-to-End Electricity* Conference

Conference to be Held in New York City on November 17 and 18

CAMBRIDGE, Mass. – October 1, 2008 – Greentech Media Inc., an online media company, and the Prometheus Institute for Sustainable Development, a non-profit devoted to furthering the advancement of alternative energy and sustainable development, announced today the first of a new conference series, **Greentech Innovations: End-to-End Electricity**, at the Embassy Suites New York in New York City's Financial District on November 17 and 18.

Greentech Innovations will offer unprecedented depth, candor and objectivity while providing a platform for market analysts, technology innovators, policymakers and investors to come together and discuss the gaps along the way to true end-to-end delivery of green power, transportation, buildings and environmental technologies. Anchored by in-depth market research and analysis, this conference will provide details in finance, technology and market information well beyond high-level perspectives and product pitches to support actionable market strategies for a greentech economy.

End-to-End Electricity will examine the fundamental ways that renewable energy is reshaping the power market today, and provide a close examination of where investment and innovation is succeeding and where critical gaps have emerged. Sessions will single out areas in both technology and finance that represent the important opportunities in the green power market, and provide market analysis alongside presentations from early stage innovators and market leaders alike.

Attendees of **Greentech Innovations: End-to-End Electricity** will come away with a full complement of data and analysis, in addition to insight into technology trends, a deepened knowledge base of greentech market segments, an understanding of how to commercialize products/technology, insight into innovative financing options, a view of the competitive landscape and more. Conference sessions include:

- Completing the transition to a Greentech Market
- Innovation catalysts in the global renewable energy market
- Innovations in power storage
- Financing solar at utility scale
- Innovations in lighting technology
- How to turn a product into a company
- Innovations in greentech software
- Transportation meets the grid
- Innovations in power generation
- The emergence of an ocean power market
- Innovations in smart grid

Hear from the industry's top technology innovators, financiers and implementers, including: Bloo Solar, Canaccord Adams, Chrysalix, Deeya Energy, GainSpan, Goldman Sachs, GridPoint, HID Laboratories, Luxim, Oorja Protonics, Palo Alto Research Center, PG&E, Sungevity, Tendril, Ze-gen and many more to be announced.

Additional detailed information about this two-day conference, priced at \$1,495, is available at the Greentech Media site: <http://www.greentechmedia.com/events/live/gi1108/gi.html> (A discounted rate of \$1,295 is available until October 27, 2008.)

About Greentech Media

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., with operations in New York City, San Francisco and Munich. For more information, visit <http://www.greentechmedia.com>.

About The Prometheus Institute

The Prometheus Institute was founded in 2003 to accelerate the deployment of socially beneficial sustainable technologies, including those of energy, water and food, by educating industry participants, advocates and policymakers about their benefits by collecting and disseminating reliable data, quantitative analysis and practical information about these industries. Currently, the Institute remains solely focused on its initiatives in the solar energy industry.

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