

Media Contact:
Brandon Brunson
Porter Novelli
512.241.2234
comms@lists.thegreengrid.org

THE GREEN GRID ANNOUNCES SUPPORT OF EUROPEAN CODE OF CONDUCT FOR DATA CENTERS

Adoption of DCiE Metric Furthers Global Standard for Measuring Energy Efficiency

Portland, Ore — November 19, 2008 — The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems, today announced its support of the recently-released European Commission's Code of Conduct on Data Center Energy Efficiency. The Code of Conduct is a voluntary commitment of European companies, aiming to reduce data center energy consumption through the adoption of best practices leading to agreed energy saving targets.

The European Commission's Joint Research Center is using the Data Center Infrastructure Efficiency (DCiE) metric, defined by The Green Grid, as the metric for which data centers in the European Union will be measured for efficiency. The DCiE metric helps data center operators clearly determine how much energy is consumed by IT equipment and how much is consumed by the facility itself. DCiE, the reciprocal of the Power Usage Effectiveness (PUE) metric, provides a way to determine opportunities to improve a data center's operational efficiency, to compare efficiencies with competitive data centers and to determine opportunities to repurpose energy for additional IT equipment.

"The Green Grid applauds the achievements of the European Commission in creating the Code of Conduct for Data Center Energy Efficiency," said John Tuccillo a director of The Green Grid. "Finding a solution that helps data centers become more energy efficient is becoming critical for enterprises worldwide. By ensuring that energy efficiency is measured in a way that is consistent around the world, stakeholders can be confident that over time they will be able to better manage the cost of energy consumed by their data centers. The Green Grid supports the efforts of the European Union and looks forward to continuing our collaboration."

The Green Grid has active workgroups in the European Union, the United States and Japan to help define international and regional energy efficiency issues that data center operators face. The organization is developing globally-consistent measurements and metrics that provide end-users with a framework to manage efficiency. Within Europe, The Green Grid is working together with key industry stakeholders to regionally promote and further define energy efficiency within data centers.

"The European Commission's Joint Research Center's selection of DCiE as its measurement of choice demonstrates that The Green Grid's efforts towards defining a consistent, global, collaborative way of measuring data center efficiency are working," said John Pflueger, a director of The Green Grid.

About The Green Grid

The Green Grid is a global consortium of companies dedicated to advancing energy efficiency in data centers and computing ecosystems. The Green Grid does not endorse any vendor-specific products or solutions, and will seek to provide industry-wide recommendations on best practices, metrics and technologies that will improve overall data center energy efficiencies. Membership is open to companies interested in data center operational efficiency at the Contributing or General Member level. General members attend and participate in general meetings of The Green Grid, review proposals for specifications and have access to specifications for test suites and design guidelines and IP licensing. Additional benefits for contributor members include participation and voting rights in committees and working groups. Additional information is available at www.thegreengrid.org.

###