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THE GREEN GRID FURTHERS MISSION TO BRING INDUSTRY FOCUS TO DATA CENTER ENERGY EFFICIENCY; COMPLETES THREE KEY TECHNOLOGY DELIVERABLES

Memorandum of Understanding with The Information Technology Industry Council, Membership growth to more than 102 members and fifth Technical Committee Summit Also Announced

Portland, Ore. — October 23, 2007 — The Green Grid, a non-profit consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems, today announced the completion of three key deliverables from its Technical Committee. The three key deliverables made available to members today include:

- Qualitative Analysis of Power Distribution Configurations for Data Centers
- Existing Data Center Energy Efficiency Metrics
- An updated version of the Data Center Efficiency Metrics White Paper

In the Qualitative Analysis of Power Distribution Configurations for Data Centers, The Green Grid identifies seven high-level configurations for power distribution in the data center. This paper is one of the first to consolidate the advantages and disadvantages of each of these power distribution configurations.

The Existing Data Center Energy Efficiency Metrics white paper is the industry's first consolidated look at all existing organizations and metrics that are focused on energy efficiency in data centers and related IT equipment. The Green Grid will use this research to determine what areas are currently being addressed and, more importantly, what areas have the greatest need for energy efficiency metrics.

The updated version of the Data Center Efficiency Metrics White Paper refines the metrics first introduced by The Green Grid in February 2007 by more explicitly highlighting infrastructure efficiency. The Green Grid expects the Power Usage Effectiveness (PUE) and Datacenter Efficiency (DCE) metrics to be adopted by the industry and that, moving forward, all data centers will track and report their efficiencies using these metrics. It is important to note that, while these metrics currently define infrastructure efficiency, The Green Grid is also working on developing metrics for data center productivity which will include computational efficiency.

"The Technical Committee of The Green Grid has been aggressively researching and developing key deliverables designed to bring focus to the industry around ways to improve energy efficiency in the data center," said Rick Schuckle, director of The Green Grid. "The research we're making available to members today highlights our emphasis on first evaluating and then improving upon best practices in today's global data center environments."

The Green Grid today also reiterated its intention to develop an industry-standard rating system for data centers, a goal adopted by the organization earlier this year.

"We are very excited by this complex and challenging piece of work," said John Pflueger, member of The Green Grid's Technical Committee. "The Green Grid's unique position enables us to leverage a broad range of skills and technologies. Our initial examination of data center efficiency, for example, has led to follow-on work on productivity-related metrics. The Green Grid's goals, with the rating system being just one example, would not be achievable were it not for the strength and diversity of our membership – from data center infrastructure providers to end-users to Silicon and system vendors."

The Green Grid Signs Memorandum of Understanding with The Information Technology Industry Council

The Green Grid also today announced the consortium has entered into a Memorandum of Understanding (MOU) with The Information Technology Industry Council (ITI), an organization dedicated to public policy advocacy on behalf of its membership of leading high-tech companies. The Green Grid expects the MOU will help align the two organizations' positions and affirm the respective and distinct role each organization is playing to help the IT industry address the demand for energy efficiency.

"ITI regards this MOU as a positive step forward for the entire high tech industry," said Rhett Dawson, president of the Information Technology Industry Council. "With access to the sound recommendations provided by The Green Grid that ITI will gain from this relationship and the synergies with ITI's new Environmental Coalition, we believe we will be able to be an even more effective advocate on environmental and sustainability issues. This announcement further demonstrates ITI's commitment to industry leadership on environmental issues at the state, federal and international level."

"Partnering with important industry representatives like The Information Technology Industry Council supports and amplifies the mission of The Green Grid," said Larry Vertal, director of The Green Grid. "By keeping us informed of important public policy initiatives that stand to impact the IT industry, this relationship will help better position The Green Grid to provide sound technical recommendations and solutions."

The Green Grid Grows to 102 Members; Gains Access to New Schneider Electric Technology Center

The Green Grid's continued momentum is also demonstrated by the fact that the consortium has now grown to 102 members since its launch in February. New members added in the past month include: Alpikom SpA, Cassatt Corporation, Forsythe Solutions Group, Inc., Green Data Systems, Hifn, Inc., ITOCHU Techno-Solutions Corporation, Sepaton, ServerVault Corp., SingleHop, Inc. and TA Migration Solutions LTD.

The Green Grid will be present today at the grand opening of the Schneider Electric Technology Center, a state-of-the-art testing facility in O'Fallon, Missouri that will be made available to The Green Grid to further enable progress on the part of the Technical Committee. Designed to improve power and cooling efficiency within IT, this 97,000 square foot facility includes research and development labs along with dynamic test facilities. APC, a business unit of Schneider Electric, is a founding member of The Green Grid.

Following the custom of the consortium to hold meetings at members' offices, The Green Grid will be holding its fifth Technical Committee Summit of the year at APC's offices in O'Fallon, Missouri from October 24-25.

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.

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