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Join Industry Colleagues and Register Today for The 2nd Annual Green Grid Technical Forum, February 4

Learn How to Achieve Tangible Business Value through Efficient IT in a Time of IT Spending Cutbacks

Portland, Ore – January 8, 2009 – The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems, today announced the open registration for The 2nd Annual Green Grid Technical Forum, which will take place on February 4, 2009 in San Jose, CA. As current economic conditions are forcing many organizations to cut back on IT spending, improving energy efficiency within the data center to achieve associated cost savings has never been a more business-critical topic. Designed to help devise an effective data center efficiency strategy for organizations worldwide, the conference invites attendees to be a part of the larger conversation around advancing IT energy efficiency.

Conference attendees will have an opportunity to take an in-depth look at the implementation and benefits of The Green Grid's PUE and DCiE metrics, explore current and emerging techniques for managing data centers for efficiency, and discuss future technical deliverables from the organization including its latest research findings and tools. The 2009 Technical Forum will also feature panel discussions with leading industry policy-makers from around the world.

"At the 2009 Technical Forum, attendees will walk away with actionable information to help measure energy consumption and significantly improve energy cost savings," said Larry Vertal, director of The Green Grid and Senior Strategist at AMD. "As a collaborative industry organization, The Green Grid understands the growing need for energy efficiency within data centers."

The public event agenda for The 2nd Annual Green Grid Technical Forum on February 4 is included below. To register for this event, visit:
www.thegreengrid.org/events/2009technical_forum.

Conference Agenda:

- 9:00 am - Keynote
- 10:00am - State of The Green Grid
- 10:30am - How to Measure and Report PUE/DCiE

Breakout Sessions

	Track 1	Track 2
1:00pm	The Green Grid and Data Center Global Public Policy	Virtualize for Data Center Efficiency
2:00pm	The Green Grid Alliances Update	Productivity Proxy Proposals
3:00pm	DCPro IT Module Update	Quantitative Analysis of Power Distribution Configurations
4:00pm	TGG Data Center 2.0	PUE Scalability Metric and Statistical Analysis

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.