



THE GREEN GRID TO ESTABLISH WORKING RELATIONSHIP WITH ASPIC

Collaboration Will Help Define Future Models for Energy Efficient Data Centers

Tokyo — November 25, 2010 — The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems, today announced that it has agreed to establish a working relationship with the ASP SaaS Industry Consortium (ASPIC), a Japanese consortium promoting Cloud-ASP-SaaS and data centers. This new relationship will help define future models of energy efficient data centers in ASP-SaaS and cloud computing areas.

The Green Grid and ASPIC intend to advance improvements in data center energy efficiency by:

1. Exploring metrics and activities that drive the SaaS industry to improve the energy efficiency of cloud data centers.
2. Surveying the SaaS industry to identify data center energy efficiency.
3. Collaborating on metrics and measurements of SaaS data center energy efficiency.

“ASPIC is pleased to form this relationship with The Green Grid. In this era of ASP-SaaS and cloud computing, we believe that our collaboration will help businesses and organizations improve the energy efficiency of their data centers,” said Teruyoshi Kawai, Chairman, ASPIC. “We will promote the sound development of ASP-SaaS and cloud computing by leveraging global insights and expertise shared by The Green Grid.”

“ASPIC is a leading organization in Japan dedicated to evangelizing Cloud-ASP-SaaS and data centers, proposing Cloud-ASP-SaaS to a broad spectrum of users, service providers and governments,” said Tomoki Saito, chairman of The Green Grid’s Japan Liaison Working Group. “We believe that our endeavors to improve data center energy efficiency will be enriched by detailed information and insights about the Japanese Market that ASPIC is well positioned to provide.”

The two consortia will promote information exchange by, for example, embedding links into the alliance pages on their respective websites. The two parties will also cooperate on the execution of international forums and symposiums that each sponsors in Japan and in other geographies.

About The Green Grid

The Green Grid is a global consortium of companies, government agencies and educational institutions dedicated to advancing energy efficiency in data centers and business computing ecosystems. The Green Grid does not endorse vendor-specific products or solutions, and instead seeks to provide industry-wide recommendations on best practices, metrics and technologies that will improve overall data center energy efficiencies. Membership is open to organizations interested in data center operational efficiency at the Contributor, General or Associate member level. Additional information is available at www.thegreengrid.org.