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Brandon.Brunson@porternovelli.com**THE GREEN GRID AND NYSE EURONEXT TO LEAD INDUSTRY FORUM
ON DATA CENTER EFFICIENCY: SAVE THE DATE**

Portland, OR – September 2, 2009 – [The Green Grid](#), in collaboration with the NYSE Euronext (NYSE: [NYX](#)), will host a prominent industry discussion and forum at the NYSE Euronext facilities in New York City on Friday, October 2, 2009. Media, members of NYSE Euronext, and members of The Green Grid are invited to attend.

Exclusive panel discussions, featuring end-users, technology vendors, and government institutions, will foster conversation around the economic impact of data center energy efficiency around the globe. The Green Grid will conclude this event with the ringing of the NYSE closing bell.

To register for the event, please RSVP via email to admin@lists.thegreengrid.org no later than Wednesday, September 23 and provide the participant's name, title, department, and company name. Space is limited, so attendance will be on a first-come, first-serve basis and will be open to two participants from each member company of The Green Grid or NYSE Euronext. The forum will also be open to select journalists and industry analysts. After your request is confirmed, we will provide additional event and security details. Additional event information can be found on The Green Grid's [Web site](#).

WHAT: The Green Grid and NYSE Euronext Event: Call To Action for Data Center Efficiency

WHO: Members of the Media, The Green Grid, and NYSE Euronext

WHEN: Friday, October 2, 2009, 11:00 a.m. – 4:00 p.m. (reception to follow)

WHERE: NYSE Euronext facilities, New York, NY

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.

About NYSE Euronext

NYSE Euronext (NYX) is a leading global operator of financial markets and provider of innovative trading technologies. The company's exchanges in Europe and the United States trade equities, futures, options, fixed-income and exchange-traded products. With more than 8,000 listed issues, NYSE Euronext's equities markets -- the New York Stock Exchange, Euronext, NYSE Arca and NYSE Amex -- represent nearly 40 percent of the world's equities trading, the most liquidity of any global exchange group. NYSE Euronext also operates NYSE Liffe, the leading European derivatives business and the world's second-largest derivatives business by value of trading. The company offers comprehensive commercial technology, connectivity and market data products and services through NYSE Technologies. NYSE Euronext is in the S&P 500 index, and is the only exchange operator in the S&P 100 index and Fortune 500. For more information, please visit: www.nyx.com.

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