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THE GREEN GRID OPENS REGISTRATION FOR 3rd ANNUAL GLOBAL TECHNICAL FORUM

*IT Leaders Encouraged to Participate in Effort to Drive Efficient Data Centers;
Keynote by Robert F. Kennedy, Jr.*

Portland, Ore – January 8, 2010 – [The Green Grid](#), the IT industry's leading voice for advancing energy efficiency in data centers and business computing ecosystems, today announced open registration for [The 3rd Annual Green Grid Technical Forum](#), which will take place on February 3-4, 2010, in San Jose, CA.

The Forum's theme, "Get Connected: Drive Change with Global Strategies for Efficient IT," reflects the opportunity within organizations of all sizes to become more efficient in managing their most important computing infrastructure in ways that lower costs and support global sustainability initiatives. Conference attendees will have an opportunity to review new tools, processes, regional trends and best practices for managing data centers for efficiency. The 2010 Technical Forum will offer many opportunities for data center managers to network with their peers from around the world.

The Forum's keynote on February 4 will be delivered by [Robert F. Kennedy, Jr.](#) Mr. Kennedy's reputation as a resolute defender of the environment stems from a litany of successful legal actions. Mr. Kennedy was named one of Time magazine's "Heroes for the Planet" for his success helping Riverkeeper lead the fight to restore the Hudson River. The group's achievement helped spawn more than 130 Waterkeeper organizations across the globe.

"Those who are committed to running more energy efficient computing environments will find the topics discussed at the Technical Forum to be practical and relevant to their day-to-day business functions," said Larry Vertal, executive director of The Green Grid. "The Green Grid's annual technical forum has become the leading venue to provide valuable input and feedback on the metrics and technologies that are helping to define energy efficient computing across the globe."

Attendance is open to members of The Green Grid on February 3, and then opens to the public and the media on February 4. Registration costs are:

- Member companies on February 3-4: One free pass per member company, and \$250 for each additional representative.
- Non-member attendees on February 4: \$500 per attendee.

To review the full agenda and register for The 3rd Annual Green Grid Technical Forum on February 4, please visit: <http://www.thegreengrid.org/events/tech-forum-2010.aspx>.

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.