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**LEADING U.S. ORGANIZATIONS PROVIDE CONSOLIDATED RECOMMENDATIONS FOR MEASURING DATA CENTER ENERGY EFFICIENCY**

*How to calculate PUE from weighted energy types based on source energy is highlighted in the report*

**Portland, OR – July 15, 2010 –** The Green Grid, the IT industry's leading voice for advancing energy efficiency in data centers and business computing ecosystems, today announced that the Power Usage Effectiveness (PUE) metric, published by The Green Grid in 2007, has now achieved industry alignment specific to recommendations on how to measure PUE in dedicated data center facilities.

"Driving industry alignment of PUE through consistent measurement and reporting processes represents a significant step in improving data center energy efficiency"

The task force's report, "Recommendations for Measuring and Reporting Overall Data Center Efficiency - Version 1 - Measuring PUE at Dedicated Data Centers," documents the combined recommendation of The Green Grid in collaboration with 7x24 Exchange, ASHRAE, Silicon Valley Leadership Group, U.S. Department of Energy Save Energy Now Program, U.S. Environmental Protection Agency's ENERGY STAR Program, United States Green Building Council, and Uptime Institute.

The Power Usage Effectiveness (PUE) metric identifies data center infrastructure efficiency by comparing the total amount of energy consumed by the data center to the total amount of energy consumed by the Information Technology (IT) equipment.

"Driving industry alignment of PUE through consistent measurement and reporting processes represents a significant step in improving data center energy efficiency," said Dan Azevedo, Symantec representative and Board member of The Green Grid. "The guidance specific to calculating PUE for data centers that use multiple energy sources (electric, natural gas, water, etc.) is substantial to ensuring PUE is measured and reported equitably. This task force is working to drive clear, consistent recommendations with a single voice."

In addition to affirming PUE as the industry's preferred data center infrastructure efficiency metric, the report from the task force provides the following to data center operators:

- Provides guidance on how to calculate PUE from weighted energy types, based on source energy
- Outlines four recommended measurement categories for PUE, as a subset of The Green Grid's measurement methods
- Provides guidance for renewable energy sources, combined heat and power plants, and reuse of data center energy

**The Green Grid's Free PUE-Related Tools to Data Center Operators**

The Green Grid, which encourages worldwide industry collaboration, is actively working on dozens of strategic and tactical projects to improve data center energy efficiency. In addition to a library of white

papers, The Green Grid has made the following PUE-related tools available free of charge to the data center community:

- **Online Courses from The Green Grid Academy**
  The Green Grid Academy has launched two award-winning self-directed online courses to help data center managers and operators get familiar with industry lexicon and solutions to everyday data center challenges, including instructions on using PUE in improving energy efficiency.

- **PUE Reporting Database**
  The Green Grid's PUE Reporting Database is an online application that allows data center operators to report their own PUE, and compare it to other facilities across a variety of parameters and regions.

- **PUE Estimator Online Tool**
  The Green Grid's PUE Estimator is an interactive online tool that allows data center operators to easily input their facility's specific data to determine their PUE. The PUE Estimator will be available during the third quarter of 2010.

**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.