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THE GREEN GRID EXPANDS ITS NETWORK IN ASIA BY ESTABLISHING A PRESENCE IN CHINA

Consortium Extends its Global Community of Collaboration to Advance Resource-Efficient IT across Asia; Formal Alliance Created with Chinese Standards Association

PORTLAND, Ore. and BEIJING – December 7, 2011 – [The Green Grid](#), the IT industry’s leading voice for advancing resource efficiency in data centers and business computing ecosystems, today announced the continued expansion of its global community of collaboration by establishing its first presence in China. At the request of the local IT industry and with the support of the Chinese government, The Green Grid will help promote the improvement of resource efficiency in business computing throughout China, a country with huge potential for energy efficiency increases.

On Dec. 7, a formative meeting was held in Beijing during which leaders of The Green Grid met to discuss operations in the region, how they will be structured, early stage initiatives, and to identify top candidates for leadership roles. Also during the meeting, The Green Grid signed a memorandum of understanding (MOU) with the China Communications Standards Association (CCSA), forming a strategic alliance between The Green Grid and the Chinese government.

The CCSA is China’s national communications standards organization, dedicated to the mission of promoting standardization across the IT and communication industries. The Green Grid and the CCSA will enter a collaborative relationship to perform and promote regional and international standardization while contributing to the establishment of a global information infrastructure. The Green Grid will work with the CCSA to provide input on resource efficiency recommendations, tools and specifications currently being developed by The Green Grid, and will help disseminate those materials throughout China.

“Expanding The Green Grid’s global community into China is a critical step in ensuring that our message of data center and IT resource efficiency is heard by such an important and vast technology community,” said John Pflueger, Dell representative and Board member of The Green Grid. “China has made a strong commitment to energy conservation across its array of business and technology segments. Working closely with

the Chinese government, The Green Grid will help to effectively make strategic recommendations to Chinese businesses and organizations with the goal of promoting a sustained increase in energy efficiency.”

The CCSA will collaborate with The Green Grid in its efforts regarding Chinese national and industry standards, and where appropriate, reference work created by The Green Grid, including Power Usage Effectiveness (PUE), Water Usage Effectiveness (WUE), Carbon Usage Effectiveness (CUE) and the Data Center Maturity Model (DCMM). The MOU will allow the two organizations to share best practices and further promote data center efforts currently being undertaken by the CCSA. The collaboration represents an important opportunity for The Green Grid to extend its IT energy efficiency advocacy to this key region. The Green Grid has had a formal presence in Asia since 2008 when it expanded into Japan and formed an official relationship with The Green IT Promotion Council (GIPC) in Tokyo.

The Green Grid Forum and Members Meeting 2012

The Green Grid also announced that registration is open for its 5th Annual Forum and Members Meeting 2012, *Moving to Resource Efficient IT: Achieving Greater Productivity and Environmental Sustainability*. The event, which will be held March 6-7 at the Double Tree Hotel in San Jose, Calif., will look ahead to what's next for the data center industry and report on what The Green Grid has accomplished over the past 12 months. For more information or to register, please visit:

<http://www.regonline.com/thegreengridforum2012memberregistration>

You can also find information about Forum 2012 on [LinkedIn](#) or join the conversation on Twitter by using the hashtag #TGGForum12.

About The Green Grid:

The Green Grid is a global consortium of companies, government agencies and educational institutions dedicated to advancing resource 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 resource 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 and on Twitter at <http://twitter.com/TheGreenGrid>.

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