

Media Contact:
Traci Massaro
Groom Energy Solutions
978-255-1231
tmassaro@groomenergy.com

For Immediate Release

Groom Energy to Host Enterprise Carbon Accounting Seminar
*Feb. 25th event to feature environmental leaders and speakers from Ceres,
Genzyme, Millipore, Sun Microsystems and EMC*

SALEM, Mass., Feb. 2, 2009 –Groom Energy, provider of renewable and energy efficiency solutions, today announced an Enterprise Carbon Accounting seminar that will feature presenters from Ceres, Climate Disclosure Project, Genzyme, Millipore, Sun Microsystems, the World Resource Institute and others, who will address the challenges in defining, accounting and reporting an organization’s Greenhouse Gas (GHG) emissions. The day-long seminar will take place from 8 a.m. to 4:30 p.m. on Feb. 25 in the Mystic Ballroom of the Embassy Suites Hotel at Boston’s Logan International Airport. To learn more or register, go to <http://www.groomresearch.com>

With the new administration’s orientation toward legislation that supports GHG emission management, many companies face both economic and regulatory uncertainty about the impact of their GHG emissions. The seminar will feature panel discussions and case studies from leading environmental authorities and large companies that are currently defining or managing the GHG emission accounting process. The experts will provide attendees with insight into the key issues and best practices that organizations can apply to track, disclose, plan and execute climate mitigation strategies using carbon accounting tools.

The presentations will be designed to answer the following questions:

Will my organization face Greenhouse Gas regulations?

How should my organization respond to Green rating systems in my industry?

Should carbon accounting be tied to financial accounting?

What are the implications to my overall business?

“With the U.S. Chamber of Commerce estimating that 1 million firms may be affected by Greenhouse Gas regulation, today’s organizations require effective strategies now,” said Jonathan Guerster, president and CEO of Groom Energy. “Our seminar will bring together a community of thought leaders – our customers and industry stakeholders - to educate, network and share ideas and best practices for future success.”

As a precursor to the conference, Groom Energy recently released the report '*Enterprise Carbon Accounting: An Analysis of Organizational-Level Greenhouse Gas (GHG) Reporting and a Review of Emerging GHG Software Products.*' The study was created through market research with corporations and users to serve as a resource for organizations considering the value of calculating or currently tracking and reporting GHG emissions.

The following is a list of speakers who will present at the Enterprise Carbon Accounting event:

- Mindy Lubber, President, Ceres (Keynote)
- Pankaj Bhatia, Director, GHG Protocol Institute, WRI
- Dave Douglas, Vice President of Eco Responsibility, Sun Microsystems
- Tim Greiner, Managing Director, Pure Strategies
- Eric Israel, Managing Director, Lead U.S. Sustainability Practice, KMPG
- David Newman, Director of Sustainability, Millipore
- Sonal Mahida, VP, Carbon Disclosure Project
- Rick Mattila, Director. of Environmental Affairs, Genzyme
- Denise Sheehan, Eastern Director, The Climate Registry
- James Sullivan, Former Director EPA Climate Leaders
- Michael Toffel, Ph.D Harvard Business School Professor
- Wood Turner, Director, Climate Counts
- Kathrin Winkler, Director of Sustainability, EMC
- Elise Zoli, Partner and Chair of Energy Practice, Goodwin Procter

About Groom Energy Solutions

Groom Energy Solutions provides renewable and energy efficiency solutions to companies across the U.S. The company designs, engineers and installs energy technology projects helping reduce costs while positively affecting the environment. These projects include control systems, daylight harvesting, HVAC, lighting and power factor correction and renewable energy solutions such as architectural wind, solar electric and solar thermal systems. In addition, Groom Energy provides climate impact consulting, demand response program participation, energy commodity purchasing, maintenance programs and financing services.

Groom Energy's customers include: Budweiser, EMC Corporation, General Electric, Ocean Spray and Thermo Fisher Scientific among others. For more information please visit www.groomenergy.com.

