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**\*\*\* MEDIA AVAILABILITY \*\*\***

**The Future is Bright for Clean Technology in the Sacramento Region**

*The 2008 Clean Energy Showcase & Venture Expo will Reveal the Newest Innovation from Local Talent*

**WHAT:** CleanStart, the Sacramento Area Regional Technology Alliance (SARTA), and Sacramento State University are partnering together for the Second Annual Clean Energy Showcase - Venture Expo to feature Sacramento area talent specializing in the design and manufacture of clean technology, devices and equipment. The program will provide an inside look at the latest advancements in clean technology innovation.

**WHO:**

- Gary Simon, Co-Chair, CleanStart
- Steve Westly, Managing Partner, The Westly Group
- Tom Kelly, President, Davis Electric Cars
- Pete Van Deventer, CEO, Synapsense
- Jim Parks, Program Manager, SMUD

**WHEN:** September, 26 2008, 9:00 a.m. to 6:30 p.m.

**WHERE:** Sacramento State University, Union Ballroom  
6000 J St Sacramento, CA 95819

**WHY:** The demand for clean energy is rapidly increasing. The Sacramento area is ranked 12<sup>th</sup> among the best 100 cities in the US with the lowest carbon footprint per person. Additionally, there are 100 businesses and 1,800 jobs in the area, making the Sacramento region a clean energy powerhouse. Over the next ten years, clean tech has the potential to generate 10,000 new jobs and \$5 billion per year of economic activity in the region.

**VISUALS:**

- A variety of alternative fuel vehicles (some of which are products of Davis Electric Cars)
- Vehicle demonstrations and opportunity to ride along in a Toyota Hybrid
- Roundtable discussions hosted by area leaders in clean technology
- Interactive presentations from early stage, start-up and growth stage companies
- Exhibits showcasing the latest advances in the field

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