



Navigating
the American
Carbon World



PointCarbon



MEDIA ADVISORY – Press Invitation

March 3, 2010

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Carbon industry prepares for year's first major event: Navigating the American Carbon World; April 14-16, 2010 in San Francisco

Government, business, academic and environmental leaders will discuss carbon markets, climate change policy and innovative strategies at premier carbon event

San Francisco, CA – The Climate Action Reserve, the International Emissions Trading Association (IETA) and Point Carbon will jointly host Navigating the American Carbon World: New Direction for Climate Action April 14-16, 2010 at the San Francisco Marriott Marquis. It will be the year's first major event to take a comprehensive look at the carbon markets, climate change policy and regulation and innovative solutions.

Speakers include:

John Kilani, Director of the Sustainable Development Mechanisms, UNFCCC
Peter Darbee, Chairman of the Board, Chief Executive Officer and President, PG&E
Linda Adams, Secretary, California Environmental Protection Agency
Randy Armstrong, Environmental Issues Director, Shell Oil Company
Bruce Braine, Senior Vice President of Energy Services Subsidiary, AEP
James Grabert, Manager of Project and Entity Assessment, UNFCCC
Alexia Kelly, Senior Associate, World Resources Institute (WRI)
Mary Nichols, Chair of the Board, California Air Resources Board

Event Details

What: Navigating the American Carbon World: New Direction for Climate Action
When: April 14-16, 2010
Where: San Francisco Marriott Marquis
55 Fourth Street
San Francisco, California 94103

Tel: +1 415 896 1600

Press Room: Sierra J

Navigating the American Carbon World (NACW) represents nearly a decade of bringing together the most forward-thinking minds in carbon and has consistently ranked among the highest attended carbon events. This year's event is anticipated to draw a crowd of nearly 1,000 delegates and 60 exhibitors. With uncertainty on legislative action on a U.S. federal level and so much speculation on what types of global solutions will be implemented before this year's UN climate change conference in Mexico, this year's NACW will certainly prove to be the year's can't miss event.

For additional information on NACW, please visit www.nacw2010.org. Press conferences will be scheduled throughout the conference by different organizations and companies. To be kept apprised of these news events or to receive a press pass, please contact Jennifer Weiss at the above contact information.

The **Climate Action Reserve** is a U.S. private nonprofit organization representing international interests in addressing climate change and bringing together participants from the government, environment and business sectors. It works to ensure environmental benefit, integrity and transparency in greenhouse gas (GHG) emissions accounting and reduction and progressive movement in GHG emissions policy nationally and in the Western U.S. The Climate Action Reserve is parent to three programs, the California Climate Action Registry, Climate Action Reserve and Center for Climate Action. As the subsequent organization of the California Climate Action Registry, the Climate Action Reserve continues building on the California Registry's reputation as a respected and internationally recognized leader in climate change issues. For additional information, please visit www.climateactionreserve.org.

The **International Emission Trading Association (IETA)** is a non-profit business organization of major companies and the leading voice of this community on emissions trading, whose goal is to ensure that the objectives of the UN Convention on Climate Change and, ultimately, climate protection, are met. IETA upholds its principles by acting as a think tank, a facilitator of dialogues, an advocate, a market promoter and acting as a body that is able to drive market standards.

IETA works for the development of an active, global greenhouse gas market, consistent across national boundaries. The organization currently has over 170 member companies from around the world, including global leaders in oil, electricity, cement, aluminum, chemical, paper and banking; as well as leading firms in the data verification and certification, brokering and trading, legal and consulting industries. With its headquarters based in Geneva, Switzerland, IETA has offices in Brussels-Belgium, Washington and San Francisco-USA, and in Ottawa-Canada.

Point Carbon is a world-leading provider of independent news and market analysis for global power, gas and carbon markets. Point Carbon's comprehensive services provide professionals with market-moving information through monitoring fundamental information, key market players and business and policy developments.

Point Carbon was founded in 2000 setting out on a mission to provide critical insights into carbon and energy markets. The idea behind Point Carbon stemmed from research on environmental, energy and resource management politics at the independent Fridtjof Nansen Institute in Norway, as well as well as a PhD on quantitative modeling conducted at the Norwegian University of Science and Technology, where all the founders have studied. Its North American office, located in Washington, D.C. was opened in 2006.

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