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LUX RESEARCH EXPANDS WITH MIDDLE EASTERN OFFICE

Technology Veteran Matthew Silvester Joins as Director, Based in Dubai

Dubai, United Arab Emirates – October 13, 2008 – Lux Research, Inc., the leading market intelligence and strategic advisory firm for energy, cleantech, and science-driven innovation, today announced that it has opened its Middle Eastern office in Dubai and hired Matthew Silvester as Director, Middle East, to expand the firm's global presence. Dubai is Lux Research's fifth global office.

"The UAE has one of the fastest growing economies in the world. The nation is a global leader in petroleum and natural gas and it faces massive global energy and environmental issues," said Lux Research CEO Dennis Philbin. "Our clients in the region are leaders in scouting for technology innovations and our new office puts us closer to them. Matthew has helped global companies select and deploy technologies for a decade and his support will be extremely valuable to Lux Research clients. The opening of this office keeps us precisely on pace with our overall global expansion plans."

Prior to joining Lux Research, Matthew led Gartner Group's business in Dubai, Abu Dhabi, and Qatar, where he worked with corporate executives to provide research and strategy to help achieve their goals. Matthew first came to the Gulf Region in 1997 and spent 5 years as Intel's Channel Business Manager, where he managed all Sales and Marketing across the Middle East. Following his tenure at Intel, Matthew built and ran his own telecommunications company in Dubai.

"Clients in the Middle East are embracing open innovation," said Silvester. "We have a great opportunity to help them expand on their clean technology and advanced materials initiatives."

Matthew Silvester can be emailed at matthew.silvester@luxresearchinc.com or reached by telephone at +971 4 366 3396.

About Lux Research:

Lux Research provides strategic advice and on-going intelligence for emerging technologies. Leaders in business, finance, and government rely on us to help them make informed strategic decisions. Through our unique research approach focused on primary research and our extensive global network, we deliver insight, connections, and competitive advantage to our clients. Visit www.luxresearchinc.com for more information.

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