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LUX RESEARCH LAUNCHES ALTERNATIVE POWER AND ENERGY STORAGE SERVICE

Launched at sold-out Lux Executive Summit, new service tracks innovation in fast-growing technology segment

Cambridge, MA – October 16, 2007 – Solar and biofuel technologies have been the investment darlings of the past two years in the cleantech field. But now alternative power and energy storage technologies – including advanced batteries, supercapacitors, and fuel cells, addressing a \$10 billion global market – are entering the limelight: These technologies captured \$539 million of venture capital investment last year, up 142% over 2005. The new **LR Power Intelligence** service from Lux Research helps executives and investors track the innovation in this rapidly-changing field through primary research and insider knowledge.

“Energy storage technologies unlock the promise of renewable energy generation, cleaner-running vehicles, and more powerful consumer electronics devices,” said Lux Research President Matthew M. Nordan, announcing the new service from the stage at the firm’s Lux Executive Summit conference today – sold out to capacity at the Charles Hotel in Cambridge, MA. “This field is incredibly diverse, with technologies ranging from the high-efficiency lithium-ion batteries going into new hybrid electric drivetrains to compressed air energy storage technologies being deployed to time-shift wind power. Our new service continuously monitors the world’s top innovators in the field, helping our corporate and financial clients make effective partnership and investment decisions.”

LR Power Intelligence delivers ongoing proprietary information and analysis of top energy storage innovators through:

- **The Lux Research Power Journal** – a weekly intelligence service delivered by email with:
 - In-depth analysis of 3 to 5 top alternative power and energy storage innovators every week
 - Proprietary tidbits and data points from the Lux Research global network
- **On-demand analyst access** – direct access to Lux Research’s expert energy and environment analysts to ask specific questions in detail and confidence
- **The Cleantech Report™** – the first comprehensive reference guide to emerging energy and environmental technologies covering energy, air, water, waste, and sustainability

LR Power Intelligence helps clients gain a competitive edge by supplying them with critical knowledge and analysis needed to minimize their risk and maximize their returns. The service is part of a growing suite of intelligence services from Lux Research including LR Solar Intelligence and LR Nanomaterials Intelligence. For more information, visit www.luxresearchinc.com/lrpi, or contact Steve McDermott at (646) 723-0158 or stephen.mcdermott@luxresearchinc.com.

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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