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Cleantech Research and Seminars Produced Through Strategic Partnership Between Greentech Media and Groom Energy

Companies Combine to Bring Market Research, Analysis and Events About Carbon, Renewables and Energy Efficiency to Greentech Industry

Cambridge, Mass. – March 25, 2009 – Greentech Media Inc., the industry's leading Internet media and research firm covering greentech markets, and Groom Energy Solutions, a nationwide provider of commercial renewable and energy efficiency solutions, have formed a partnership to deliver an unmatched array of research and seminars summarizing the latest best practices and trends in carbon accounting, corporate sustainability, energy efficiency and renewable energy solutions for corporations and institutions.

The relationship will include the delivery of research studies, seminars and Webinars. Key elements of this partnership include:

- Co-hosting the Enterprise Carbon Accounting Seminar, May 14, 2009 in San Francisco.
- Co-hosting the Carbon Accounting for Supply Chain Seminar, June 18, 2009 in Boston.
- Holding a free Webinar on greenhouse gas regulation and the potential impact of a move to cap and trade, April 8, 2009, at 2 p.m. EST.
- Updating and offering Groom Energy's Enterprise Carbon Accounting market research report.

Groom Energy will also present case studies at Greentech Media's upcoming Green Building Summit on June 11, 2009 in Menlo Park, Calif., and will be an ongoing resource on the sustainable enterprise marketplace to Greentech Media's analyst and editorial staff. For a full list of events, visit: <http://www.greentechmedia.com/events-home.html>

"We are excited to be collaborating with such a strong online media and research partner," said Jon Guerster, CEO of Groom Energy. "We see the chance to leverage Greentech Media's strengths in both market research and online publishing as a great opportunity for both our organizations."

Scott Clavenna, president of Greentech Media, agrees: "This partnership extends our coverage of the greentech market all the way to the enterprise, where critical decisions must be made about efficient use of energy, adoption of renewables, and inventorying and accounting for carbon. Groom's expertise and hands-on experience in these areas, and their ability to bring the voice of the energy consumer into the picture, make them an ideal partner for us."

About Greentech Media

Greentech Media is an integrated online media company designed to deliver the highest-quality content in the industry, whether it is research, news or critical networking events. Greentech Media is headquartered in Cambridge, Mass., with operations in New York City, San Francisco and Munich. For more information, visit <http://www.greentechmedia.com>.

About Groom Energy

Groom Energy Solutions provides renewable and energy efficiency solutions to companies across the U.S. The company consults engineers and installs energy technology projects that help reduce costs while positively affecting the environment. These projects include Combined Heat and Power Demand Response, HVAC and Lighting and renewable energy solutions such as architectural wind, solar electric and solar thermal systems. In addition, Groom Energy provides climate impact consulting, maintenance programs and financing services. Groom Energy's customers include Budweiser, EMC Corporation, General Electric, Ocean Spray and Thermo Fisher Scientific. For more information visit www.groomenergy.com.

Contact:

Scott Clavenna

President and CEO

617-500-4345

clavenna@greentechmedia.com