

## FOR IMMEDIATE RELEASE

### Plug and Play Tech Center Hosts First Annual CleanPlay Conference

*Early-stage clean tech start-ups to showcase innovations, court investors*

**Sunnyvale, CA — June 16, 2009** — Plug and Play Tech Center, a community of over 200 early-stage technology start-ups in Silicon Valley, announced today that it will be hosting its first annual [CleanPlay Conference](#). The renowned start-up incubator invited 30 of the most promising clean-tech start-ups to showcase their innovations in front of the industry's leading venture capitalists and green tech enthusiasts at its Sunnyvale facility on June 25, 2009.

"Despite trying economic times, we are seeing a consistent stream of attention and investment in the clean technology space," said Plug and Play Tech Center president and CEO Saeed Amidi. "CleanPlay has an extensive line-up of smart new companies that are driving innovation in this area and we're excited to have a hand in showcasing their growth and success."

The CleanPlay Conference's presenting companies span across four areas of clean technology: Transportation, Energy Savings, Water and Government Policy. Mirrored after Plug and Play's annual Plug and Play Expo, CleanPlay will allow each start-up the opportunity to present a two minute elevator pitch to attendees with the opportunity to win over angel investors and venture capitalist firms. In addition, the event will feature a variety of panel discussions from industry leaders such as Honda Ventures, Clean Tech Group, Khosla Ventures, Banyan Energy, Environmental Business Cluster, K&L Gates LLP and others.

The panel topics include:

- Transportation: Battery, Bio Fuel, Carbon
- Energy Savings: Building Materials, Data Center, Energy Intelligence
- Water: Creating Efficiencies with Smart Water
- Government Policy: Is Government Policy Driving Innovation?

Conference attendees will also be treated to keynote presentations from clean tech industry leader Kevin Surace, CEO of Serious Materials, as well as entrepreneur Steve Newcomb, CEO and Co-founder of Virgance.

For more information, see <http://www.pluginandplaytechcenter.com/cleanplay>. For a sneak peek at participating companies and commentary from Plug and Play Tech Center CEO Saeed Amidi, check out video podcasts here: <http://www.youtube.com/cleanplayvideos>.

#### **About Plug and Play Tech Center**

Located in the heart of Silicon Valley, Plug and Play Tech Center is a community of over 200 technology startup companies in the areas of Web 2.0, software (SaaS), systems, semiconductor and telecomm verticals. Since its inception in January 2006 the center has helped the startups raise in excess of \$400 million in venture funding. The start-up companies have created a cumulative value of 2 Billion Dollars.

Entrepreneur-centered with strong relationships with the most influential venture capital firms of Silicon Valley and Ivy League universities in the nation, Plug and Play Tech Center has become the ultimate place to launch and grow promising new technologies.

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