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Cleanweb Worldwide Welcomes Sunil Paul, Danny Kennedy, David Fenton and Jonathan Koomey to its Advisory Board
Leaders in Venture Capital, Solar Energy, Communications, and Energy Economics Lend Expertise to the Cleanweb Movement

SAN FRANCISCO, CA, May 11, 2012 – Cleantech investor Sunil Paul, Environmental Activist and Solar Entrepreneur Danny Kennedy, Public Relations Veteran David Fenton, and Energy Technology Scholar Jonathan Koomey have been named to the Cleanweb Worldwide Advisory Board. With decades of professional and personal investment in clean energy, Paul, Kennedy, Fenton and Koomey will apply their diverse backgrounds to guide the vision and strategy in growing the cleanweb marketplace among entrepreneurs, investors, policymakers, and consumers.

Cleanweb lies at the intersection of cleantech and information technology, leveraging the Web, social media and mobile technologies to drastically address resource constraints affecting the way we live, work and play. Cleanweb Worldwide, a new organization, has been established with the mission to gain mainstream awareness of cleanweb and engage developers, entrepreneurs and creative designers through several mediums, including a multi-city hackathon tour which kicked off in San Francisco last year.

"We're honored to have four champions of the environment and energy join our Advisory Board and we deeply value their insight in the developing cleanweb," said Blake Burris, Chief Organizer, Cleanweb Hackathon, and CEO of Dynamo Labs. "Collectively they offer expertise in venture capital, social activism, solar energy, climate change, strategic communications, energy efficiency economics, environmental policy, and the interaction between technology and the environment. Each brings something unique to the table while sharing an inspiring commitment to realizing the clean economy for the greater good of our planet while also creating disruptive new business opportunities."

Sunil Paul, founding partner of Spring Ventures, an IT and cleantech venture capital firm, coined the term cleanweb and is a vocal advocate of the growing movement and its significant investment opportunities, most recently presenting on the topic at SXSW. Paul is also the founder of the non-profit project "The Gigaton Throwdown," which launched the Gigaton Awards with Sir Richard Branson and the Carbon War Room.

"The success of the first two hackathons in San Francisco and New York City totally surpassed our expectations," said Paul. "Supporting a dozen more events with Blake's leadership will further accelerate the cleanweb concept, drive renewable adoption and bring the sector front of mind to entrepreneurs, investors and consumers."

A social entrepreneur and activist, Danny Kennedy has broad experience ranging from running Greenpeace's California Clean Energy Campaign, to founding Project Underground, to most recently founding Sungevity, a residential solar company that reduces the cost of solar electricity. Kennedy

understands the power of cleanweb first-hand, having capitalized on IT's cost and time saving benefits to provide Sungevity's satellite-assisted quotes on the solar potential of households, making it easier, faster and more affordable for consumers to use solar panels. Additionally, this year Sungevity launched the SFUNcube, a solar incubator with the vision of growing solar startup businesses that aim to provide Solar For Universal Need (SFUN), and they will co-produce the Cleanweb Solar Hackathon in Oakland, CA June 8-10, 2012.

David Fenton is a seasoned public relations professional with a deep-rooted interest in the environment. As the founder and CEO of Fenton Communications, an issue-oriented public relations firm that works on campaigns making positive change, Fenton has dedicated the past thirty years to improving the quality others' lives through landmark campaigns such as organizing public opposition to end apartheid, establishing the National Amber Alert, and numerous environmental causes including saving North Atlantic swordfish from extinction and urging the government to ban certain toxins and artificial growth hormones from everyday consumer products.

Renowned energy scholar and author Jonathan Koomey is currently a Consulting Professor at Stanford University, having previously held posts as a visiting professor at Stanford University, Yale University and UC Berkeley's Energy and Resources Group. He spent over two decades at Lawrence Berkeley National Laboratory studying the markets for energy efficient products and technologies, as well as developing recommendations for policymakers at the U.S. Environmental Protection Agency and Department of Energy on strategies to reduce pollution and encourage energy efficiency. He also is one of the leading international experts on the economics of reducing greenhouse gas emissions, the effects of information technology on resource use, and the best ways to teach critical thinking skills to analysts of all kinds. His latest book, *Cold Cash, Cool Climate: Science-based Advice for Ecological Entrepreneurs*, offers lessons for entrepreneurs who want to tackle the climate problem and make a profit at the same time.

Whether focusing on the investment opportunities created by the emergence of cleanweb, developing cleanweb's role in the solar industry, strategically generating buzz for the movement to address climate change, or analyzing the economics of energy efficiency and IT, Paul, Kennedy, Fenton and Koomey will draw from their experience to help the organization raise awareness and increase adoption of cleanweb via the hackathon tour and other opportunities on the global stage.

Cleanweb's trademark event, the Cleanweb Hackathon, encourages developers, designers and business professionals across different disciplines to apply their IT and web design skills to optimize resource use. The first three events held in San Francisco, New York City and Boston were immensely successful drawing the participation of over 400 participants and the development of nearly 40 new applications. Continuing to build momentum across North America and abroad, several other Cleanweb Hackathon events will take place this year in key markets including Boulder, CO May 18-20, Santa Clara, CA May 22-24, Oakland, CA June 8-10, Paris, France June 15-17 in advance of "Smart Grid Paris," and Houston, TX September 21-23. Additionally, other hackathon events are being planned for Los Angeles, CA, Seattle, WA, Atlanta, GA, Vancouver, Canada, Toronto, Canada and Rome, Italy. For more information about Cleanweb Worldwide, the cleanweb market, and the hackathon tour, please visit www.cleanweb.co.

About Cleanweb Worldwide
Cleanweb Worldwide is a collaborative organization among cleantech and tech industry leaders banding together to raise cleanweb's visibility among investors, entrepreneurs, developers, government officials and consumers. Its goal is to catalyze entrepreneurs and web developers to apply their skills and creative energy to solving our greatest global challenges: climate change and resource constraint. One of its key initiatives is a Cleanweb Hackathon fourteen-city tour which kicked off last year in San Francisco, followed by New York City and Boston and continuing to Boulder, Santa Clara, Oakland, Paris, Houston, Los Angeles, Seattle, Atlanta, Vancouver, Toronto, and Rome. For more information visit www.cleanweb.co.