

# MEDIA ADVISORY

## *Andy Grove, Former Intel Chairman and CEO, to Keynote at Plug-In 2008*

*Plug-In 2008 Conference & Exposition, July 22-24, 2008, [www.plugin2008.com](http://www.plugin2008.com)*

**What:** Andy Grove, former Intel chairman and CEO, will provide a keynote address at **Plug-In 2008**, an inaugural three-day international conference that will showcase the latest technological advances, market research and policy initiatives shaping the future of plug-in hybrid electric vehicles (PHEVs). Grove will discuss the critical importance – and business opportunity and viability – of moving transportation from oil to electricity. Additional highlights of this conference on PHEVs, which can average 100 miles per gallon and represent one of the most viable near-term ways to reach a greener future:

- Three plenary sessions with addresses from high-level speakers from automakers, utilities, regulatory agencies, universities and industry.
- A pre-conference battery workshop and 18 breakout sessions with 80-plus scheduled speakers addressing issues ranging from car buyers and PHEVs, to reducing petroleum use with PHEVs, to “smart charging” and the home interface, and more.
- Comprehensive exposition featuring displays including plug-in vehicles, batteries and the latest innovations associated with PHEVs and electricity infrastructure. Vehicles scheduled for display include a plug-in Prius, a Ford Escape PHEV, a PHEV Dodge Sprinter, a Ford F-150 PHEV, a plug-in ACE Formula Racing Car, and other plug-in and electric vehicles, motorcycles and scooters.
- A Public Night with the exposition floor open, and a panel discussion on PHEVs and their role in the transportation and energy future.

**Who:** Andy Grove, who participated in the founding of Intel in 1968, is currently senior advisor to Intel’s

executive management. He’s received about 30 awards/honors during his career, and was named *Time Magazine’s* Man of the Year in 1997 and Most Influential Business Person of the Last Twenty-Five

Years in 2004 by the *Wharton School of Business and Nightly Business Report*.

Plug-In 2008 organizers include the Electric Power Research Institute, Pacific Gas and Electric Company, San Diego Gas & Electric (a Sempra Energy utility), the Silicon Valley Leadership Group, the Sacramento Municipal Utility District, Southern California Edison and the University of California at Davis Plug-In Hybrid Electric Vehicle Research Center.

**When: Andy Grove Keynote:** Tuesday, July 22, 12:15 to 1:45 p.m. (Exhibit Hall)  
Pre-Conference Battery Workshop: Monday, July 21, 2 p.m. to 6 p.m.  
Opening Plenary Session, Plenary Panel and Breakout Sessions: Tuesday, July 22, 8:30 a.m. to 5:15 p.m.  
Public Night: Tuesday, July 22, 6 p.m. to 9 p.m.  
Breakout Sessions: Wednesday, July 23, 8:30 a.m. to 5 p.m.  
Summary of Breakout Sessions and Closing Plenary Session: Thursday, July 24, 8 a.m. to noon

**Where:** San Jose McEnergy Convention Center, 150 W. San Carlos St., San Jose, Calif. 95113  
**MEDIA MUST CHECK-IN FOR CREDENTIALS AT ROOM G (LEVEL 2)**

**Credentialed media are invited to attend all of Plug-In 2008 free of charge.**

**Please register in advance by e-mailing**

**For more information, visit [www.plugin2008.com](http://www.plugin2008.com).**

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Silicon Valley Leadership Group

## **Media Advisory**

**CEOs plug in to the future;**

**Get behind the wheel of 100 mpg car**

SAN JOSE, CA (July 8, 2008) – Tired of \$4 gas? Plug in! Get 100 miles per gallon. Save gas. Save money. Cut pollution. Fight global warming.

The Silicon Valley Leadership Group would like to put you behind the wheel of a plug-in hybrid car – eventually at least. As a start, on Monday, July 21, five Valley CEOs and executives will take possession of their new plug-ins, which they are purchasing through a program initiated by the Leadership Group to demonstrate the value of these cars to their drivers and the environment. The CEOs will each get a converted Toyota Prius at a news conference outside the San Jose McEnergy Convention Center, a day before the start of a three-day international conference on plug-in hybrids.

**Event:** Five plug-in hybrids delivered to Silicon Valley CEOs and executives

**When:** 1 p.m. Monday July 21

**Where:** Plaza in front of the San Jose McEnergy Convention Center, 150 W. San Carlos Street

To jumpstart the plug-in market, the Silicon Valley Leadership Group hopes to sign up 100 people to have a conventional Toyota Prius converted to a plug-in, with the addition of a larger battery pack and a plug. Twenty-five potential owners are already on board, and the first five owners will talk about their cars on July 21.

Because they run exclusively on electricity a greater percentage of the time than conventional hybrids, plug-ins can average 100 miles per gallon -- a fuel cost of 4 cents per mile, with gas at \$4 a gallon. For a car getting 25 mpg, the fuel cost is 16 cents per mile.

The news conference not only highlights a valuable initiative by the Leadership Group, it also offers a good story, with visual elements, to lead into a discussion of the important international conference on plug-in hybrids over the following days.

Sent on behalf of the Plug-In 2008 organizers.

Silicon Valley Leadership Group

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