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Google.org executive a featured speaker at the KEMA Utility of the Future executive conference

Dan Reicher to discuss empowering utility customers for a sustainable energy future

BURLINGTON, Mass. (April 28, 2009) – Google.org director of climate change and energy initiatives will be speaking at the [KEMA second annual Utility of the Future executive conference](#) June 17-19, 2009 in Washington DC.

Google is actively engaged in helping consumers better understand and manage their personal energy use. The company recently announced the Google PowerMeter tool that will show consumers their electricity consumption in near real-time in a secure iGoogle Gadget. As a featured speaker at the KEMA Utility of the Future conference, [Google.org's Dan Reicher](#) will provide insight into harnessing the emerging smart grid and using technology to empower customers to build a more energy efficient, sustainable utility future.

"Energy information helps people make smarter choices to save energy and money," said Reicher. "If everyone had a detailed understanding of their own home electricity use, they could find many ways to use less power. And more information also provides utilities with better tools for load balancing and demand-response. We're working on a home energy monitoring tool called Google PowerMeter that provides consumers with near real-time energy information right on their computer – and we're looking to partner with utilities and independent device manufacturers to roll this out in pilot programs."

The [KEMA Utility of the Future executive conference, "Navigating sustainability,"](#) is gathering senior executives from across the energy and utility industry to discuss the changing rules and relationships underlying the [transformation of the energy future](#). Discussions will cover regulatory and policy directions and impacts, operating a [smart grid infrastructure](#), [developments in generation](#), [energy storage](#) and plug-in electric vehicles, and implications for utility products and customers.

To register and for more information about the KEMA Utility of the Future executive conference, visit: www.kemaforums.com/thefuture.

About Google Inc.

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit www.google.com.

About KEMA

Founded in 1927, KEMA (www.kema.com) is a global provider of business and technical consulting, operational support, measurement and inspection, testing and certification for the energy and utility industry. KEMA employs more than 1,800 professionals in 20 countries. The firm's North American consulting operations (KEMA, Inc.) are headquartered in Burlington, Massachusetts. KEMA's global headquarters are in Arnhem, the Netherlands with offices worldwide.

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