

ACCELERATUM

For Immediate Release

'If You Build It, They Will Come' - Acceleratum Launches An Independent Sustainability Innovation and Investor Hub

December 1, 2010, Atlanta, Georgia --- In the movie Field of Dreams, Kevin Costner's cornfield whispers, "If you build it, he will come," sets off a series of events that change the lives of people. The idea of expressing a desire in order to see it fulfilled is a powerful one. And if the expressed desire comes from an international sustainable innovation power house, Acceleratum, it can help change the business and communities across continents. AcceleratumHub has been built, and is positioned to help create transformational change with our stakeholders, partners, customers and key contacts across the Americas, Europe, Asia/Pacific, and Africa.

'We are committed to deliver speed-to-market solutions to contribute to shared challenges across the developed and developing world. Our global community of sustainable innovators, investors, and business and policy leaders is a powerful one. Particularly since the driving force comes from a community of innovators. We will get the attention that is needed to change the focus to 'sustainability in business as usual' and to accelerate green progress and profits', said Minna LeVine, CEO, AcceleratumHub.

Businesses create and execute sustainable strategies and investors are bullish on energy efficiency, both are looking for leaders in undercapitalized Environmental Technologies (ET) space. Efficiency is where the money is. Debt capital can be attracted if the paybacks are attractive. Payback period affect business leaders' and investors' initial decisions to invest in a technology, company or project that is cash-flow positive.

Acceleratum's core business is to commercialize and market Environmental Technologies to accelerate green progress and profits. Our focus is on innovation that delivers cash flow positive impact, Acceleratum's financial analysis and technology assessment shows how our innovations beat conventional technologies by margins. Promoting innovations that not only help companies and consumers end up with more money and increased economic activity, but reduce greenhouse gas emissions, Acceleratum drives sustainability in business with achievable policy-based efficiency increases. Simply put, the company's goal is to make an impact in profitability, competitiveness, on the economy and energy security. The AcceleratumHub provides individuals and organizations easy access to ET tools and experts to investors, and business and policy leaders.

Today, investors and business and policy leaders are bullish on energy efficiency. Government subsidies are under attack politically and commodity prices are at historic lows. Utilities demand for power and generation is down. Desire to sign power purchased agreements for renewable energy is down and the IP market is difficult. Private equity volumes are down dramatically. The IPO market is uncertain and with growth being discounted versus intrinsic value, it is very hard for private equity investors to find sure things in which to invest.

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While the money is there and the government's terms are better, the overall market environment to believe stories is harder. To attract growth, Acceleratum stakeholders pursue realistic valuations to attract new venture capital and strategic investors. Companies with relatively small revenue bases and relatively modest gross margins at the time of their IPO are having very successful deals in the market. For growth equity investors ET is a risk-averse market. Capital is looking for risk mitigation and realistic valuations. Growth equity investors will give up upside to get downside protection. Investors want to see well-articulated business plans with limited capital intensity and management teams that are extremely strong and filled out.

Investors, business and policy leaders come in to the web based AcceleratumHub to find the 'next big thing' in ET space. The Hub delivers a deal flow at the valuation that investors seek, offering a tremendous momentum in the global marketplace. Confidence is important to every investors' investment decisions. Acceleratum has built this unique web based sustainable innovation hub in collaboration with Microsoft to accelerate commercialization and funding of innovations, and to mitigate risk by managing and marketing innovations to help innovators bring their innovations to the global marketplace.

People talk about efficiency but many do not know how to improve efficiency and measure impact of investment in ET. Investors, business and policy leaders have a limited access to actionable knowledge of possibilities in ET opportunities. AcceleratumHub fills this knowledge gap and access to actionable information by providing easy and fast access to the latest available innovations and experts across industries and continents. By leveraging scale to become a more efficient web based sustainable innovation community, AcceleratumHub is able to lower expenses to individuals and organizations, and help them develop new markets for sustainable technologies. The combination of Acceleratum's global reach and independent market power can provide the scale and credibility needed to bring highly qualified innovations more fully into the global marketplace. The Hub uses the power of the innovators, investors, and business and policy leaders, who have expressed their desire to join Acceleratum to move innovations from research labs to the business.

'It has taken us over three years to develop and build the AcceleratumHub. We are now in production and positioned to better serve our stakeholders, partners, customers and key contacts across industries and continents. We have built it, and they will come. We will set off a series of events that will transform business and change lives of people.', said Minna LeVine, CEO, AcceleratumHub.

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