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BLOOMBERG NEW ENERGY FINANCE NAMES NEW ENERGY PIONEERS

Five Companies Chosen For Their Progressive Work In The Field Of Clean Energy, Technology and Innovation

London, March 17—Bloomberg New Energy Finance today named its first five ever New Energy Pioneers. The companies – AlertMe, the Dyesol Group, Magnomatics, Novacem, and Topell Energy – represent a range of sectors, from energy storage conversion to energy efficiency and transportation. The companies were recognized at the third annual Bloomberg New Energy Finance Summit in London.

New for the 2010 Bloomberg New Energy Finance Summit, the Pioneers Programme recognises five companies that Bloomberg New Energy Finance analysts consider to be highly promising and progressive in the field of new energy technology and innovation.

“Bloomberg New Energy Finance chose these companies because we feel they are potential ‘game changers’ in new energy technology and innovation,” said Michael Liebreich, chief executive of Bloomberg New Energy Finance. “The work they are doing is progressive and significant to the future of the energy sector, and they could play a significant role in the world’s transition to a lower carbon, more secure, smart, decentralised energy system.”

Bloomberg New Energy Finance analysts chose the recipients after assessing hundreds of companies from across the globe, spanning all areas of energy technology. The decision was based on three criteria: innovation, traction and potential. Each of the Bloomberg New Energy Finance Pioneers has not only demonstrated a ground-breaking new technology, but also the ability to implement it in real-life situations.

AlertMe, headquartered in Cambridge, UK, is a leading provider of home energy management systems, extending the reach of Smart Grid and Advanced Metering Infrastructure (AMI) networks into the home. AlertMe allows users to visualize their energy usage and cost in real time, as well as automating usage optimization by utilizing information such as who is in the home and when, analyzing home temperatures, and allowing automatic switch-off of appliances.

The Dyesol Group is the world leader in development and commercialization of third generation photovoltaic power – solar cells that mimic nature, based on the principles of photosynthesis and nanotechnology, and that enable grid competitive solar power. Headquartered in Queanbeyan, Australia, with operations worldwide, Dyesol's dye solar cells are presently being integrated into projects ranging from coil steel roofing products with Corus in Wales, to automotive applications and glass products for commercial buildings.

Magnomatics, headquartered in Sheffield, UK, develops and delivers revolutionary magnetic transmissions and ultra-compact and highly efficient magnetically-gearred motors and generators. Magnomatics technology can deliver a lighter, more compact generator for a wind turbine; a more reliable transmission system for an aircraft's flight control surface, or a more efficient motor for anything from a hybrid car to an aircraft carrier.

Novacem is headquartered in London, and is developing a new generation of recyclable carbon negative cement. In contrast to traditional cement, Novacem's manufacturing process causes minimal CO2 emissions and does not require high-temperature processing. The cement hardens by absorbing atmospheric CO2, is resistant to moisture and biological activity and offers the unique potential to develop 'carbon negative' construction products.

Topell Energy is headquartered in The Netherlands, and manufactures second-generation high caloric, solid biofuels for use in the production of electricity as well as heat and for transportation fuels in the long term. The bio-pellets produced by Topell Energy cost less to transport, less to produce, and are claimed to be 92 to 94 percent more carbon-efficient than alternatives.

The Bloomberg New Energy Finance Pioneers Programme is sponsored by Autodesk, Inc., a world leader in 2D and 3D design, engineering and entertainment software for the manufacturing, building and construction, and media and entertainment markets. Autodesk's portfolio of state-of-the-art Digital Prototyping software helps customers experience their ideas digitally before they are built.

"Autodesk is focused on enabling smarter, more sustainable design decisions at every step of the design process and furthering the adoption of sustainable design practices," said Erwin Burth, director of the European Clean Tech Partner Program at Autodesk. "We serve hundreds of clean technology customers around the world and are committed helping them address some of the world's most pressing environmental challenges. We congratulate the 2010 Bloomberg New Energy Finance Pioneers for their clean energy leadership and innovation."

ABOUT BLOOMBERG NEW ENERGY FINANCE

Bloomberg New Energy Finance is the world's leading independent provider of news,

data, research and analysis to decision-makers in renewable energy, carbon markets, energy smart technologies, carbon capture and storage, and nuclear power. The group has staff of more than 130, based in London, Washington D.C., New York, Beijing, New Delhi, Hyderabad, Cape Town, São Paulo, Singapore, and Sydney.

Bloomberg New Energy Finance Insight Services provide deep market analysis to investors in wind, solar, bioenergy, geothermal, carbon capture and storage, energy efficiency, and nuclear power. The group also offers dedicated services for each of the major emerging carbon markets: European, Global Kyoto, Australia, and the US, where it covers the planned regional markets as well as potential federal initiatives and the voluntary carbon market. Bloomberg New Energy Finance Industry Intelligence provides access to the most comprehensive database of investors and investments in clean energy and carbon. The News and Briefing Service is the leading global news service focusing on clean energy investment. The group also undertakes custom research and runs senior-level networking events.

New Energy Finance Limited was acquired by Bloomberg L.P. in December 2009, and its services and products are now owned and distributed by Bloomberg Finance L.P., except that Bloomberg L.P. and its subsidiaries (BLP) distribute these products in Argentina, Bermuda, China, India, Japan, and Korea.

For more information on Bloomberg New Energy Finance:

<http://www.newenergyfinance.com>

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