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NEUWING ENERGY VENTURES REGISTERS FIRST VOLUNTARY ENERGY EFFICIENCY CERTIFICATES

Wilmington, DE – March 8, 2010 – Neuwing Energy Ventures, a leading provider of financially focused and environmentally responsible commercial energy strategies, is pleased to announce that it has successfully registered the first voluntary Energy Efficiency Certificates (EECs) in the newly launched APX North American Renewables Registry™.

The EECs were issued to IBM by Neuwing Energy Ventures based on its independent audit and verification of permanent reductions of millions of kilowatt-hours resulting from IBM's data center consolidations in its North American operations. Neuwing Energy, following the same standards as those used in regulated markets, issued and retired one EEC in the Registry for each megawatt hour of energy reduced. Each EEC is a unique and traceable commodity that verifies a megawatt hour saved.

"Neuwing Energy's EECs provide an auditable mechanism for companies to document permanent energy reductions associated with energy efficiency improvements," said Chad Gottesman, President and CEO of Neuwing Energy Ventures, adding "These certificates offer an effective tool for reporting energy savings as EEC's conform to open standards and are verified by a third party. "

As part of the Registry launch, Neuwing Energy worked with APX, the infrastructure provider for environmental and energy markets, to extend its Registry services to include support for energy efficiency certificates for voluntary markets. The APX North American Renewables Registry will equip Neuwing Energy's clients with a foundation of integrity and transparency for reporting on their permanent energy reductions.

"IBM partners with Neuwing Energy Ventures to offer our clients a tool to validate the results of energy efficiency or conservation projects completed through their own efforts or by the application of IBM's many data center efficiency offerings including virtualization and consolidation, Mobile Monitoring Technology thermal balancing, server products with real time power management capabilities and modular data centers," said Rich Lechner, Vice President, Energy and Environment Marketing and Communications for IBM. He added, "The potential ROI on energy efficiency projects is substantive, but can be difficult to quantify. Neuwing's expertise offers a more precise way to capture, measure, and validate the megawatt-hour savings achieved through these types of projects."

"Neuwing Energy is also linking financial benefits to Energy Efficiency Certificates," added Gottesman. "In addition to measuring energy efficiency improvements for EECs, we are also providing our clients with auditable documentation, expertise, and services necessary to expedite the federal, state, and utility grants and incentives associated with energy efficiency." "EECs are an essential element for enabling participating companies to monetize such benefits."

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About Neuwing Energy Ventures

Neuwing Energy Ventures is a leading provider of commercial energy strategies that focus on financial performance and environmental responsibility. Our energy and financial consulting services improve the investment returns and transparency of reporting on our client's energy efficiency and renewable energy initiatives. Neuwing tailors unique strategies to help clients maximize additional revenue streams, cost reductions, and energy savings by leveraging market opportunities, operational efficiencies, and government incentives. For additional information, please visit us at: www.neuwingenergy.com.

About IBM

At IBM, our approach is twofold: we are working to make our existing products and processes more efficient for both the environment and for business, while also developing new innovations that can help the world become smarter, drive economic and operational improvements, increase accountability and lessen environmental impact. Our vision is to improve the way the world works— how every person, business, organization, government, natural system and man-made system interacts. Each of these relationships represents a chance to do something better, more efficiently and productively. For additional information, please visit us at: ibm.com/green

About APX Inc.

APX is the leading infrastructure provider for environmental and energy markets in renewable energy and carbon commodities. APX business services include the APX Environmental Management Account™, a comprehensive suite of solutions for environmental asset and risk management in the new carbon economy. More than 1300 global firms trust APX to issue, track, manage and retire environmental commodities across all renewable energy markets in North America and carbon markets worldwide. APX also provides technology, strategic consulting, and expert operational services to assist wholesale power market participants reduce costs and improve performance in power scheduling, settlement, market operations, system operations support, and demand response programs. APX is a privately held company.