

DRAFT Press Release to Recruit GEC investors:

Invest in a Green Energy Coalition

Current Assessment of Fossil Fuel Energy Sources

Economic studies done by groups ranging from the IPCC to the Risky Business group have shown that customer overall costs have increased due to continued inaction to address climate change issues.

Additional analysis examining individual energy markets, has found dysfunctional energy markets for all fossil fuel sources. Customers and society overpay for inferior products and services.

The energy industry management teams have failed to carry out their primary responsibilities to stakeholders (customers, suppliers, shareholders, community members). Customers have paid too much for energy (as a percentage of annual GDP) for over a decade now; even without considering significant costs (environmental degradation, loss of potential economic benefits, and higher national security risks) not included in pricing.

The key management personnel at the energy companies, particularly the oil industry management teams, failed to study the energy markets and identify the changes needed to provide customers with a set of products and services that meet a full suite of customer needs. Some management teams instead embarked on plans to disrupt improved products using sabotaging actions and funding advertising and political efforts to stymie ramps in green energy sources and slow improvements in effective use of energy. These poorly performing management teams, and the organizations they funded, have accelerated their sabotaging actions this year.

Investment and Financial Trading Risks and Opportunities

At this time, the financial markets overvalue many businesses involved in fossil fuel energy, not taking into account the risk. Actions and investments in the energy sector to increase energy customers overall satisfaction should eventually cause declining revenues and collapsing profitability for many fossil fuel businesses.

An opportunity exists to invest in substitutes for fossil fuels, capitalizing on the growth of these markets. Correspondingly, fossil fuel business unit valuations should decline.

Forming the Green Energy Coalition

The Green Energy Coalition is a predominantly private sector enterprise with the mission of taking corrective actions to fix currently dysfunctional energy markets, to please customers in energy and related products/services, and address climate change concerns. The Coalition will invest in incentives to develop and deploy products and services to substitute for fossil fuels and increase carbon sinks.

Currently the Green Energy Coalition is recruiting major investors, particularly businesses that can supply critical skills assessing and providing solutions in the green energy sector. The current goal is to raise \$20 billion from qualified investors, with a

stretch goal of raising over \$80 billion within five years. The Coalition targets investment from potential major suppliers to the green power, green vehicles, biofuels, agriculture, and water resource sectors.

Eventually, the Green Energy Coalition will also target investment from governments, particularly state governments, in regions where the green energy industry will contribute substantially to economic growth.

I recommend key suppliers in the business sectors mentioned, contact _____ to discuss investment opportunities in the Coalition.

Optional Attachment: OpEd – Green Energy Substitution Would Collapse Oil Prices