



# NEWS RELEASE

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## **Hart Energy Publishing Announces International Sustainable Energy Initiative**

HOUSTON, TEXAS (May 1, 2006) - - - Hart Energy Publishing today announced the launch of the International Sustainable Energy Exchange (ISEE), a membership-based initiative designed to respond to global energy and environmental pressures and facilitate dialogue and information exchange between the energy industry and government. William K. Reilly, former Administrator of the Environmental Protection Agency (1989-93) will serve as Chairman of the ISEE Advisory Board.

In light of growing awareness around the world regarding increasing energy demand, oil availability, energy security and diversification concerns and environmental issues, Hart Energy Publishing felt that it was time to create a unique energy forum for industry and government stakeholders to show case best practices and explore future solutions.

According to its Mission Statement, ISEE was formed so that all sustainable energy technologies, best management practices and efficiency options as well as new energy sources, are afforded the maximum opportunity to contribute towards the collective energy, environmental, and climate change issues challenging our world. The ISEE will profile worthy accomplishments and best practices from both industry and government so as to facilitate information exchange between all energy stakeholders across the globe with a view towards the creation of a more sustainable, energy-secure, and environmentally friendly world.

According to Hart Energy Publishing President and CEO Rich Eichler, "We have spent more than a year on the development of ISEE. We feel that now is the ideal time to launch our Sustainable Energy forum on both sides of the Atlantic given the recent release of the US and EU energy proposals and related growing environmental considerations such as climate change. ISEE will assist both industry and government in cooperatively meeting our global energy and environmental challenges with

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common-sense holistic solutions. The global challenges of adequate energy supplies, population growth, environmental protection, and climate change require the very best from both industry and government.”

As part of the ISEE initiative, Hart will profile worthy progress being made in crude oil exploration and production, advanced refining and automotive technologies, alternative fuels and the progressive growth of biofuels. Each of these will be necessary to contribute to a more sustainable and environmentally friendly world.

Hart is uniquely qualified to work with both industry and government to facilitate common-sense solutions and profile worthy accomplishment, as promoting energy production and environmental protection has been a core corporate objective for more than 25 years.

Hart welcomes representatives from both industry and government to participate through categories of founding and supporting membership levels.

The ISEE will be led by Executive Director Sandrine Dixson-Decleve operating from Hart’s office in Brussels, Belgium. She is supported by Michael J. McAdams (formerly of BP) in Washington, D.C. and Kristine Klavers, Executive Director of Hart’s International Fuel Quality Center in Houston, Texas.

Headquartered in Houston, with offices in New York, London, Washington, Brussels, Bahrain, Singapore, and many other global cities, Hart Energy Publishing’s market-leading publications include *Oil and Gas Investor*, *E&P*, and *PipeLine and Gas Technology*. Hart also produces newsletters, custom publishing products, conferences, and unique multi- and single-client consulting services. It is also home to The International Fuel Quality Center (IFQC), which has 98 members from industry and government, and the new Global Biofuels Center.

For more information on Hart’s International Sustainable Energy Exchange (ISEE), please contact:

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