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FOR IMMEDIATE RELEASE

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Utilities Seek Sustainability for the New Energy Era

Community of users of SAP® for Utilities solutions explores the implications of a new energy landscape

(June 30, 2010) – Eventure Events announced today that customers of the SAP® for Utilities solution portfolio and industry leaders will gather at the third annual SAP for Utilities North American conference to discover the latest trends and innovations needed to achieve sustainability in an increasingly challenging and changing energy landscape. The four-day conference is a collaboration of SAP America, Inc., the Americas' SAP Users' Group (ASUG) and Eventure Events, and is scheduled to take place September 19-22 in Huntington Beach, California.

“The SAP for Utilities conference offers an important opportunity for companies to learn about the latest highlights of the SAP for Utilities solutions as well as to explore what others are doing to manage current challenges,” said Steve Sinkoff, president and CEO of Eventure Events. “We look forward to bringing the community together to share experiences, gain insight and explore best practice strategies.”

The SAP for Utilities North American conference features a [compelling agenda](#) with four tracks of content, [ASUG-led roundtables](#), special panel discussions, [subject-specific workshops](#), unparalleled networking opportunities, and [keynote presentations](#) by top professionals, SAP executives and ASUG leadership:

- **Žarko Sumić**, Vice President & Distinguished Analyst, Gartner Inc.
- **Craig Smith**, Assistant General Manager, Customer & Corporate Services, Snohomish PUD
- **Victoria Zuber**, Vice President of Finance & Chief Financial Officer, Enwin Utilities
- **Chuck Firlotte**, President & Chief Executive Officer, Aquarion Water
- **Al Fohrer**, Chairman & Chief Executive Officer, Southern California Edison (SCE)
- **Mahvash Yazdi**, Senior Vice President of Business Integration & Chief Information Officer, SCE
- **Wayne Longcore**, Director of Enterprise Architecture & Standards, Consumer's Energy
- **Anthony Bosco**, Senior Vice President & Chief Information Officer, Day & Zimmermann
- **Bridgette Chambers**, Chief Executive Officer, ASUG
- **Klaus Heimann**, Senior Vice President & Head of Service Industries, SAP AG
- **David Laker**, Regional Vice President, Utilities, SAP America, Inc.
- **Peter Graf**, Chief Sustainability Officer & Executive Vice President of Sustainability Solutions, SAP AG
- **Rob Schilling**, Senior Vice President & General Manager, West & Utilities, SAP America, Inc.
- **Stefan Engelhardt**, Head of Industry Business Unit Utilities, SAP AG

Registration for the SAP for Utilities North American conference closes September 15, 2010. For more information or to register, please visit the conference website at www.sap-for-utilities.com or call the Eventure Events office at 877-411-4675 or 914-509-5354.

Eventure Events, LLC is an event production company that is dedicated to inventing and nurturing world-class conference brands in under-served niche technology markets. To learn more, visit www.eventureevents.com.



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About ASUG: The Americas' SAP Users' Group (ASUG(R)) is an independent, volunteer-run organization that facilitates knowledge transfer among the community of SAP customers, regardless of their data environment, by providing user-driven educational opportunities, professional networking and a forum that provides insight and influence to SAP. Additional information at www.asug.com.