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FOR IMMEDIATE RELEASE

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Utilities from Around the World will Unite:

SAP for Utilities event helps utilities transform to face tomorrow's challenges

(September 22, 2008) – Eventure Events announced today that SAP customers including CPS Energy, Aquarion Water, Public Services Electric & Gas, CenterPoint Energy, Pacific Gas and Electric Company, Consumers Energy, New York Power Authority, Bruce Power, Mobile Gas, Nebraska Public Power District and many others will showcase at the upcoming **SAP for Utilities 2008** conference how they are utilizing SAP solutions to transform their utilities today, to successfully meet the challenges of tomorrow. This first North American SAP for Utilities 2008 event is a collaboration of SAP, ASUG and Eventure Events, and is scheduled to take place October 26 – 29, 2008, at the Grand Hyatt San Antonio in Texas.

SAP for Utilities 2008 offers a unique and valuable opportunity for utility leaders, vendors and professionals to come together for significant networking, learning and knowledge sharing. Dozens of thought leaders and subject matter experts will be on-hand to provide insight into the latest industry trends and innovations.

“The utility industry has experienced huge levels of change over the last ten years and, undoubtedly, the future holds much of the same,” says Steve Sinkoff, President and CEO of Eventure Events. “The SAP for Utilities 2008 conference provides the utility industry with an educational and interactive forum to learn about SAP solutions, strategies and innovative technologies that will enable them to not only manage these changes, but to thrive in this newly competitive market.”

SAP for Utilities 2008 offers a [compelling agenda](#) with keynote presentations from the following:

- **Christopher Barron**, Vice President & Chief Information Officer, CPS Energy
- **Charles Firlotte**, President and CEO, Aquarion Water
- **Ralph LaRossa**, President and Chief Operating Officer, Public Service Electric and Gas Company
- **Jeroen Scheer**, Manager IT Strategy & Architecture, Nuon
- **Spencer Abraham**, Former U.S. Secretary of Energy, DOE
- **Robert Bryce**, Acclaimed author and Managing Editor of Energy Tribune

SAP for Utilities 2008 features a comprehensive, three-day program with five tracks of presenters each day. Also offered are 11 [half-day workshops](#), ASUG-led roundtables, SAP solution demonstrations, exhibits [from top technology and service partners](#), special panel discussions and 11 half-day, [subject-specific workshops](#) to help delegates dive deep into the subject matter that interests them most.

Registration for SAP for Utilities closes on October 17, 2008. 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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