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## FOR IMMEDIATE RELEASE

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## Utilities Collaborate to Address Industry Issues:

*SAP for Utilities 2008 conference unites over 800 utility executives and 45 solution partners*

(October 28, 2008) – Eventure Events announced today that despite the current economic times, over 800 delegates from 25 countries have united at the premiere North American **SAP for Utilities 2008** event. The conference has gained an overwhelming interest from both the utility community and technology partners alike. Held from October 26 – 29, 2008, in San Antonio, Texas, SAP for Utilities 2008 has set the stage for a unique experience with a comprehensive agenda and unparalleled networking opportunities.

“There couldn’t be a more relevant time to unite the utility community than now, with mounting pressures and an energy market that is in a constant state of flux,” says Steve Sinkoff, president and CEO of Eventure Events. “We are extremely excited to bring the utility community together for the opportunity to start making the transformation needed today, to successfully meet the challenges of tomorrow.”

Key utility thought leaders and SAP experts are on-hand at SAP for Utilities 2008 to discuss the latest industry trends and innovations.

“We look forward to welcoming our customers, prospects and partners to San Antonio this week,” said David Laker, senior vice president and general manager, North American Utility Practice, SAP America, Inc. “The SAP for Utilities 2008 conference provides a great opportunity for leading companies in the industry to network globally and share best practices.”

For more information about **SAP for Utilities 2008** or future conferences, please visit the conference website at [www.sap-for-utilities.com](http://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](http://www.eventureevents.com).*

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