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Bluestone Energy Launches Data Center Cooling and Energy Division

Company is the first in New England to qualify data center efficiency upgrades for utility incentives and credits

Norwell, Mass – February 17, 2009 – Bluestone Energy Services, LTD., a leader in energy-conservation engineering and project development services for utilities, industrial and commercial clients, announced today the formal launch of its [Data Center Cooling and Energy Division](#).

Building off nearly twenty years of helping facilities become more energy efficient, Bluestone will use its new data center division to comprehensively address energy efficiency in data centers. Bluestone will identify and develop cost-effective efficiency measures such as cooling optimization, ultrasonic humidification, and other data center best practices that reduce energy consumption and costs. Bluestone will qualify these comprehensive data center efficiency upgrades for utility incentives - a first for New England.

Bluestone analyzes clients' existing data center equipment efficiency and operation on a component level, including cooling, UPS, and lighting systems, and then recommends equipment restructuring and replacement that maximizes return on investment.

Bluestone's Data Center Services Division will provide the following services:

- Cooling System Optimization
- Equipment Monitoring Controls
- Ultrasonic Humidification
- Lighting System Design
- Utility Incentives and Tax Benefits

The Data Center Services Division is being directed by Adam Fairbanks, a technology industry veteran and a VMWare® Certified Professional. Prior to joining Bluestone, Fairbanks was a Principal Software Engineer with Cisco Systems.

“Currently, corporate data centers are responsible for 1.5% of the nation’s electrical usage, and this value is expected to double in the next five years,” said Adam Fairbanks, Bluestone’s Vice President of Data Center Services. “It is important to understand that creating a green data center not only reduces carbon emissions, but is cost-effective, and in many cases will qualify for economic incentives from local utilities. It’s a win-win proposition given the current economic climate.”

(more)

Bluestone is currently working with a number of companies in New England and the greater Chicago area on data center efficiency projects.

According to a recent [Gartner Report](#), data centers can save one million kilowatt hours annually by implementing eleven best practices, which include installing blanking panels, improving under-floor airflow and utilizing free cooling technologies. All of the best practices that Gartner lays out are cost-effective, can be implemented by Bluestone's Data Center Division, and in many cases can qualify for utility incentives and credits.

Bluestone is a preferred engineering partner for NSTAR's energy conservation projects and was recently recognized by National Grid as a "Project Expeditor."

About Bluestone Energy Services

Since 1990, Norwell, Mass-based Bluestone Energy Services has been providing professional engineering and project development services for utility, industrial and commercial clients. Bluestone is a leader in demand side management (DSM) programs for large commercial and industrial customers. Having developed and implemented hundreds of lighting, HVAC, and process energy conservation projects, Bluestone's engineers have secured millions of dollars in utility incentives for its clients. Bluestone has worked with a wide array of companies including Boston Properties, Cabot Corporation, and Stop & Shop Supermarket Company.

Additional information on Bluestone can be found at <http://www.bluestoneenergy.com>.

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