

PennWell Corp. Launches Conference for Utility Executives

Tulsa, Okla., April 30, 2009 -- PennWell Corp., a diversified global media and information company, is introducing a unique new executive conference that will focus on equipping executives with knowledge about the highly-touted smart grid. The new administration's energy priorities, the 2009 Economic Recovery and Reinvestment Act, and advancing technologies have catapulted the smart grid into the public arena in recent months. This new event, the Electric Light & Power Executive Conference, will be the only executive-level conference to address the topics and questions surrounding the smart grid.

The conference is being launched and sponsored by *Electric Light & Power* magazine, one of the electric utility industry's oldest and most highly-regarded publications. It will take place on March 21 and 22, 2010 in Tampa, Fla., and will be an exclusive networking event for electric utility executives. It is designed to provide a venue where peer-to-peer discussion about important industry issues related to the electric grid and energy efficiency can occur. The Electric Light & Power Executive Conference will include topics such as financing, policy, non-conventional power source integration, business strategies, as well as new and emerging technologies. The conference is designed for utility executives who are tasked with helping their utilities create a smart and efficient power delivery system and provide customers with the energy efficiency tools they need and expect. It will feature speakers from utilities, financial institutions, research companies and consultancies.

The inaugural Electric Light & Power Executive Conference will be held just prior to and in the same location as PennWell's 20th DistribuTECH Conference and Exhibition, the industry's leading grid event. By coordinating this exclusive event with DistribuTECH, executives can not only network with peers during the Executive Conference, but also extend their stay and attend the leading conference on automation and control systems, energy efficiency, engineering, demand response, renewables integration, power delivery equipment and water utility technology.

"The smart grid and energy efficiency issues have moved into the mainstream in recent months, but DistribuTECH has been covering the technologies related to these topics for years—long before the grid was

called smart,” said Teresa Hansen, editor in chief of *Electric Light & Power* magazine, the DistribuTECH advisory committee chair person and the advisory committee chair person for this new executive event. “With this new executive conference, PennWell will now be able to cover the smart grid from a utility management angle. What better way for executives to obtain the knowledge they’ll need to help their companies create the smart grid that will be key to their success in today’s difficult and rapidly changing economic environment.”

“The formation of this new event is strategic because it complements and expands PennWell’s power delivery franchise,” said Michael Grossman, PennWell’s power delivery group publisher. “It complements not only DistribuTECH but also *Electric Light & Power* magazine, which has been a trusted source of information for electric utility executives for more than 85 years.”

For information about the conference visit www.elpconference.com or contact Teresa Hansen at 918-831-9504 or teresah@pennwell.com or Debbi Boyne, conference manager, at 918-832-9265 or dboyne@pennwell.com. For information about sponsorship opportunities, contact Sandy Norris, at 918-831-9115 or sandyn@pennwell.com.

About PennWell

PennWell Corp. is a diversified business-to-business media and information company that provides quality content and integrated marketing solutions for the following industries: oil and gas, electric power, water and wastewater, renewable energy, electronics, semiconductor, contamination control, optoelectronics, fiberoptics, enterprise storage, converting, nanotechnology, fire, emergency services and dental. Founded in 1910, PennWell publishes more than 100 print and online magazines and newsletters, conducts 60 conferences and exhibitions on six continents, and has an extensive offering of books, maps, web sites, research and database services. In addition to PennWell's headquarters in Tulsa, Okla., the company has major offices in Nashua, N.H.; Houston; London; Mountain View, Calif.; Fairlawn, N.J., Moscow and Hong Kong.