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FOR IMMEDIATE RELEASE

## **COOL ENERGY SELECTED FOR PRESENTATION AT VENTURE CAPITAL IN THE ROCKIES 2010 WINTER CONFERENCE**

BOULDER, CO, February 24, 2010—Cool Energy, Inc., a developer of clean energy heat and power generating systems, today announced its selection for presentation at the Venture Capital in the Rockies (VCIR) 2010 Winter Conference held in Beaver Creek, Colorado. Cool Energy’s presentation at the conference will be focused on the Series A funding it is seeking.

“We are excited to share our company opportunity with all the venture investors, CEOs and entrepreneurs.” said Sam Weaver, CEO and President of Cool Energy. “It is an honor to be presenting among the Rocky Mountain region's most promising emerging growth companies. VCIR has created a helpful marketplace for ideas and investment and we are looking forward to participating.”

The conference, which will take place February 23-25, 2010 in Beaver Creek, Colorado, highlights early stage companies and provides potential networking and investment opportunities. The majority of the presenting companies are based in Colorado, with other participants coming from Arizona, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming.

Venture Capital in the Rockies has a team of prominent Rocky Mountain venture capitalists on a selection committee that identifies and pre-qualifies all presenting companies from a broad pool of applicants. Approximately 20 companies were selected this year, ranging from seed stage through mezzanine and covering the spectrum from cleantech, software, communications and next generation internet. According to VCIR, companies that have presented at the winter conference over the past 10 years have collectively generated nearly \$5 billion in exit value for their stakeholders either through M&A transactions.

### **VCIR 2010 Presenting Companies**

- [Alces Technology, Inc., Jackson, WY](#)
- [BioVantage Resources, Inc., Golden, CO](#)

- [Clementine Art, Inc, Boulder, CO](#)
- [Cool Energy, Boulder, CO](#)
- [CradlePoint, Inc., Boise, ID](#)
- [DiCOM grid.Inc., Phoenix, AZ](#)
- [Eco-Products, Inc, Boulder, CO](#)
- [FireRock Technology, Corp., Fountain Hill, AZ](#)
- [Green Garage, Boulder, CO](#)
- [Ice Energy, Inc., Windsor, CO](#)
- [iMemories, Scottsdale, AZ](#)
- [Infopia, Inc., Salt Lake City, UT](#)
- [Mangia, Salt Lake City, UT](#)
- [Pure Energy Solutions, Inc., Boulder, CO](#)
- [RavenBrick, Denver, CO](#)
- [TopSchool, Denver CO](#)
- [TruEffect, Inc., Broomfield, CO](#)
- [University Parent, Boulder, CO](#)
- [VanDyne SuperTurbo, Inc., Fort Collins, CO](#)
- [Zettasun, Boulder CO](#)

### **About Cool Energy, Inc.**

Cool Energy is a clean energy technology development company that has developed the SolarFlow<sup>®</sup> System—a combined solar thermal heating and electrical power generation system, optimized for homes and small commercial buildings. The SolarFlow System incorporates the SolarHeart<sup>®</sup> Engine, an innovative and proprietary low temperature Stirling engine for conversion of solar thermal energy and waste heat to electricity.

Winner of the 2009 Clean Tech Open regional *Sustainability Award*, Cool Energy has received grant funding from the National Science Foundation and the State of Colorado Governor's Energy Office. For more information please visit [www.coolenergyinc.com](http://www.coolenergyinc.com) or call (303) 442-2121.

### **About VCIR**

Venture Capital in the Rockies (VCIR) is the region's oldest and best attended venture capital conference and will hold its 27<sup>th</sup> annual VCIR Winter edition in Beaver Creek, Colorado in 2010. Along with the annual VCIR Fall conference, the two VCIR conferences encompass the premier venture investing conferences in the Rocky Mountain region and among the most respected venture conferences in the country. Creating a dynamic marketplace for ideas and investment, both editions of VCIR invite over companies seeking investment to present to panels of venture investors, as well as an audience of other entrepreneurs, CEOs and professionals servicing the venture community. More information can be found at [www.vcirwinter.com](http://www.vcirwinter.com).

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