



FOR IMMEDIATE RELEASE

**INDUSTRY EXPERTS JOIN COOL ENERGY'S ADVISORY BOARD
AND EXECUTIVE MANAGEMENT TEAM**

Boulder, Colorado (PRWEB) March 18, 2009 -- Cool Energy, Inc., a Boulder-based clean energy technology company, today announced the formation of its inaugural advisory board and appointment of executive management members. These positions will provide strategic counsel for the development, marketing and sales of the Cool Energy SolarFlow™ System.

“Cool Energy is very fortunate to have a high caliber group of industry experts to help us achieve our mission,” said Samuel Weaver, CEO and President of Cool Energy. “Their strategic guidance and expertise will help us tremendously.”

Advisory Board Members:

John Herrick

John Herrick is Senior Counsel at Brownstein Hyatt Farber Schreck, LLP, focusing on the sustainability and clean technology practice area for the firm. John has extensive experience in assisting companies in securing funding for clean energy projects and structured new energy production facilities totaling over \$4 billion. He structured the federal financing for the nation's first cellulosic biorefinery and helped form numerous research and development partnerships with private industry, academia, the National Renewable Energy Laboratory (NREL) and the Department of Energy's Office of Energy Efficiency and Renewable Energy (DOE EERE).

Prior to joining Brownstein Hyatt Farber Schreck in 2008, Mr. Herrick served as Chief Counsel at DOE EERE in Golden, CO for 15 years. John is also an Adjunct Professor of Law at the University of Denver Sturm College of Law, where he teaches the nation's premier law course on renewable energy and project finance.

Pavel Bouska

Pavel has 25 years of technology and international organization management experience. Pavel was on the management and executive teams of Colorado-based Corporate Express, Inc. and Gaiam Inc. from their start-up phases, through successful IPOs to global expansions. As CEO, Pavel managed the acquisition and integration of Gaiam Energy Tech, Gaiam's sustainability and renewable energy division (today Real Goods Solar, NASDAQ:RSOL). Pavel has served on the boards of directors of Gaiam, Inc., Gaiam.com, Inc. and ionSKY, Inc.

Pavel lives with his wife and 2 children in an energy-efficient solar house near Boulder, Colorado and he divides his free time between his family, management of his local fire protection district and teaching skiing at the Eldora SnowSports School.

Andrew Goldstein

Andrew Goldstein has 30 years of experience in the commercialization of technology in the data storage, optical communications, and medical industries. He has held executive positions in engineering, quality, manufacturing, marketing, and materials. Andy's experience covers both startup companies and Fortune 1000 companies. Most recently Andy held the position of Vice President of Product Generation at Medtronic Navigation in Louisville, where he led a 140 person engineering and upstream marketing organization. As one of the founding members of Network Photonics, he participated in raising \$117M in venture funding and lead the engineering and operations team in the development of an all-optical MEMS wavelength switch.

Previous positions include COO at ProStor and Director of Engineering at Exabyte where he completed the development of five successful tape drives resulting in over \$1 billion in revenue. Andy earned a B.S. in Electrical Engineering from the University of Minnesota and has been awarded 4 patents.

Cool Energy Executive Team Members:**Glenn Booth, Vice President of Business Development and Marketing**

Glenn Booth will be responsible for company capitalization, development of partners, investor relations, and strategic marketing functions. Most recently Glenn served as Vice President of Marketing for the Rajant Corporation, where he led the development and execution of the company marketing strategies and communications.

Glenn has over 25 years of successful marketing, sales and engineering experience with Fortune 1000 and startup companies such as Boeing, Earthlink, Level 3 Communications, Vivato and Bay Networks/Nortel. Glenn has earned a B.S. in Electrical Engineering from the University of Colorado and is a member of the American Marketing Association.

Leslie Weise, Vice President of Legal and Policy Affairs

Leslie Weise has nearly 20 years of business, legal and technical experience in the cleantech and computer and networking industries. Leslie has extensive experience with Silicon Valley based Fortune 500 semiconductor and networking technology companies such as Applied Materials, Redback Networks, Honeywell and Xerox. Her business experience includes oversight of M & A activity for AlliedSignal/Honeywell, and as General Counsel of NPTest, a test equipment spin-off company of Schlumberger.

As a Cool Energy contributor for over 2 years, Leslie will now focus on federal, state and local policy pertaining to Cool Energy's renewable energy products, as well as oversight of all private and governmental funding transactions by the company. Leslie has earned a Master of Law degree in Natural Resource and Environmental Law and Policy (L.L.M.) from the University of Denver, Master of Intellectual Property Law degree and J.D., as well as a B.S. in Mechanical Engineering.

About Cool Energy, Inc.

Cool Energy, Inc. is a clean energy technology development company focused on developing systems to harness the sun to provide both heat and electricity for homes and business. Its engineering team has created several patent-pending technology advances for both distributed and central station solar electric power generation. Cool Energy has also been awarded grant funding from the National Science Foundation, and the State of Colorado Governor's Energy Office Clean Energy Fund NEED program. For more information please visit www.coolenergyinc.com or call (303) 442-2121.

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