



National Hydrogen Association

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MEDIA ADVISORY

MEDIA INVITED TO NATIONAL HYDROGEN ASSOCIATION CONFERENCE, EXPO AND PRESS EVENTS NEXT WEEK IN LONG BEACH, CALIFORNIA

Agenda of Major Announcements, Speakers and Events

Join the action at the National Hydrogen Association Conference and Hydrogen Expo, May 3-6 in Long Beach, CA. At the nation's largest gathering of professionals in the hydrogen industry, you'll have the opportunity to see and learn about the fuel cell and hydrogen technology that's available today, and coming soon.

This is your chance to hear from the experts about controversial topics like:

- Is one technology better: batteries or fuel cells?
- What is the environmental impact of making hydrogen?
- Isn't hydrogen too expensive and doesn't it take too much energy to make?
- Are fuel cell transit buses making a difference?
- What is the government's role in bringing fuel cells and hydrogen to market?
- Which industry players will commercialize their products first?

Registration: Bring your company ID to the registration desk right inside the main entrance of the Convention Center for complimentary media registration. This will give you access to all events. See you in Long Beach!

Where: Long Beach Convention Center, 300 East Ocean Boulevard, Long Beach, California 90802

The entire conference and expo activities are online at www.hydrogenconference.org. Below is a list of selected events (full descriptions follow short list):

Friday-Sunday, April 30-May 1

1. Hydrogen-powered vehicles available by request for news programs, weather reports (from a quiet, emission-free hydrogen vehicle) and drives. Contact Patrick Serfass or Roy Kim above to schedule

Monday, May 3

1. Ride and Drive – 9:00am-12:00pm (and available for morning broadcasts)
2. Fuel cell demonstrations: mobile light tower and forklift – 9:00am-12:00pm
3. Expo opening – 5:30pm

Tuesday, May 4

1. Hydrogen and Fuel Cell Public Day
2. Winners announced for the \$1 million Proton Energy Scholarship and Hydrogen Student Design Contest - 8:40am
3. VIP Keynotes (2 sessions) – 8:40am
4. Ride and Drive -10:00am-4:30pm
5. Expo open to the public – 10:00am- 4:30pm

Wednesday, May 5

1. VIP Keynotes (incl. a special guest speaker to be announced during the event) - 9:10am
2. Ride and Drive – 10am-1pm
3. Expo – 10am-2pm

Alphabetical Listing of Events Listed Above:

(For the full program, photos and other details, please visit www.HydrogenConference.org)

Expo

When: Monday, May 3, 5:30-8pm; Tuesday, May 4, 10-7pm; Wednesday, May 5, 10am-2pm.

Where: Long Beach Convention Center, Expo Hall B, 300 East Ocean Boulevard, Long Beach, California 90802

Who: Representatives from over 100 leading companies in the hydrogen and fuel cell industry

What: In the Expo, attendees (and the public on Tuesday) will be able to experience other hydrogen and fuel cell technologies besides the cars and trucks available for rides and test drives outside. This year, the Expo will feature at least one hydrogen fuel cell forklift, like those used by Walmart, Coca-Cola, Bridgestone/Firestone, Ace Hardware and others), and hydrogen dispensers to show how to fuel a hydrogen vehicle. The rest of the Hydrogen Expo will feature exhibits from dozens of the leading companies in the hydrogen industry.

Visuals: A wide selection of hydrogen and fuel cell products; a hydrogen fueling station dispenser; emission-free hydrogen forklifts; hydrogen cars; and some new products related to fueling unveiled for the first time.

Hydrogen and Fuel Cell Public Day

When: Tuesday, May 4: 10am – 4:30pm

Where: Long Beach Convention Center, Outside Main Entrance and inside Expo Hall B, 300 East Ocean Boulevard, Long Beach, California 90802

Who: The public

What: Tuesday only, the Ride and Drive and Expo Hall will be open to the public so that anyone who can make it to the Convention Center has an opportunity to experience hydrogen products and technologies.

See also “Ride and Drive” below. School groups and auto clubs are already confirmed for attendance.

Visuals: Hydrogen cars and a heavy-duty truck, fuel cells, hydrogen fueling dispensers, school groups, teachers, the public interacting with technology and more.

Ride and Drive

When: Monday, May 3, by appointment (contact info above); Tuesday, May 4: 10am - 4:30pm;

Wednesday, May 5: 10am - 1pm

Where: Long Beach Convention Center, Outside Main Entrance, 300 East Ocean Boulevard, Long Beach, California 90802

Who: Yoshihiko Masuda, Managing Officer, Toyota Motor Corporation; Stephen Ellis, Manager, Fuel Cell Marketing, American Honda; Arwed Niestroj, Senior Manager, Fuel Cell Fleet Operations, Daimler AG; Charles E. Freese, Executive Director, Fuel Cell Activities, General Motors; Mark Torigian, General Counsel, Hyundai – Kia; Tod Kaneko, Manager - MazdaSpeed R&D & Advance Engineering, Mazda North America; Rudy Tapia, Vice President, Vision Industries

What: Each year, the NHA Conference and Hydrogen Expo showcases one of the best displays of hydrogen vehicles anywhere. They will be available to media and conference attendees on Monday, Tuesday (including the public) and on Wednesday. Some of the vehicles are powered by engines. Others run on electricity from fuel cells. Many are hybrids. All of them run on hydrogen. See the full list of vehicles here. <http://www.hydrogenconference.org/rideAndDrive.asp>

FIRSTS: This will be the first time the public (and anyone outside a few select invitees) has ever test-driven the Mercedes-Benz B-Class F-CELL fuel cell electric vehicle and the Mazda RX-8 hydrogen rotary on U.S. streets. It will also be the first time the public has had the opportunity to ride in the Class 8 heavy duty fuel cell Tyrano truck from Vision Industries.

Visuals: Sharp-hydrogen vehicles, business people driving them Tuesday and Wednesday, the public driving them Tuesday, first time ever photo opportunities for 3 of the vehicles.

VIP Keynotes

When: 3 keynote sessions. Tuesday, May 4: 8:40 - 10:45 am and 2 - 3:35 pm; and Wednesday, May 5: 9:10 - 11:15 am

Where: Long Beach Convention Center, Ballroom, 300 East Ocean Boulevard, Long Beach, California 90802

Who: (please refer to <http://www.hydrogenconference.org/program.asp> for exact speaking times and to <http://www.hydrogenconference.org/keynotes.asp> for speaker bios)

In chronological order

- Mike McGowan, NHA Chairman and Head of Strategic Alliances, Alternative Energy Solutions, The Linde Group
- Jeffrey Serfass, NHA President
- Long Beach Mayor Bob Foster
- Catherine Dunwoody, Executive Director, California Fuel Cell Partnership
- Tom Sullivan, Chairman, Proton Energy Systems, Inc.
- U.S. Department of Energy (invited)
- Hydrogen Student Design Contest Grand Prize winners
- Daryl Wilson, CEO, Hydrogenics
- Jonathan Leaver, Head of Engineering, Unitec New Zealand
- Ron Harmer, Canadian Hydrogen and Fuel Cell Association
- Klaus Bonhoff, Managing Director, National Organisation Hydrogen and Fuel Cells Technologies
- Arwed Niestroj, Senior Manager, Fuel Cell Fleet Operations, Daimler AG
- Markus Bachmeier, Head of Hydrogen Solutions, The Linde Group
- Yoshihiko Masuda, Managing Officer, Toyota Motor Corporation
- Special Guest Speaker to be announced during the event
- Gijs van Breda Vriesman, Commercial Manager Europe Alternative Energy, Shell Hydrogen
- Charles Freese, Executive Director of Fuel Cell Activities/Sector, General Motors

What: Executive-level addresses, about 10-30 mins each from the leading thought shapers in the hydrogen industry and California. Several will make announcements and will give a glimpse at what lies ahead for the hydrogen industry.

Visuals: VIP's in a large audience, ballroom setting.

Winners announced for the \$1 million Proton Energy Scholarship

When: Tuesday, May 4: during Keynote Session 1, 8:45 - 10:45 am

Where: Long Beach Convention Center, Ballroom, 300 East Ocean Boulevard, Long Beach, California 90802

Who: Tom Sullivan, Chairman, Proton Energy Systems, Inc.; Rob Friedland, President and CEO, Proton Energy Systems, Inc.; and 10 high school senior scholarship finalists:

Carolyn Bai - Old Saybrook, CT; Jesse Castaneda -Morro Bay, CA; Ryan Gao - Falmouth, ME; Sahil Khetpal -Plano, TX; Matthew Lee - Pacolet, SC; Jenny Lu - Southbury, CT; Philip Lubik - Harwinton, CT; William McNeary, IV - Charleston, MO; Alexandra Olivares -Dubuque, IA; and Andres Parrado - Stamford, CT

What: Announcement of the scholarship winners. The Proton Energy Scholarship awards high school seniors who demonstrate outstanding achievement, excellence and promise in science or technology, and who plan to pursue higher education in these areas. The scholarship program will award four-year undergraduate scholarship prizes with a total value of up to \$100,000 each, and honorable mentions will be awarded \$500 each. The finalists and up to 2 parents have been flown to Long Beach for the announcement of the winners. For more information, visit: <http://protonenergyscholarship.org/>

Visuals: exceptional high school seniors, parents, business leaders, an emotional announcement of the top prize: a \$100,000, 4-year college scholarship.

Winners announced for the Hydrogen Student Design Contest

When: Tuesday, May 4: during Keynote Session 1, 8:45 - 10:45 am

Where: Long Beach Convention Center, Ballroom, 300 East Ocean Boulevard, Long Beach, California 90802

Who: The grand prize-winning university team (to be announced during the keynote session)

What: During the fall of 2009, teams of university-level students created their best designs for a hydrogen community in Santa Monica, CA. These designs were judged and the top teams were invited to the NHA Hydrogen Conference and Expo to present their designs. The grand prize-winning team will be announced and the team will present their design as a keynote to leaders and experts in the hydrogen and fuel cell industry. For more information, visit: <http://www.hydrogencontest.org/>

Visuals: announcement of the grand prize-winning team; a team of exceptional college students presenting their design for a hydrogen community in Santa Monica, CA.

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