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Distinguished Speakers Join Al Gore at West Coast Green 2008

West Coast Green speakers address architects, builders, innovators and policy-makers at nation's largest green building, business and design conference

San Jose, CA -- August 14, 2008- West Coast Green announced today that they have added to the prestigious speaker lineup anchored by Vice President and Nobel Peace Prize Laureate Al Gore to cover the breadth and depth of green innovation at their third annual conference in September, 2008. Chuck Reed, the 64th Mayor of San Jose, CA; David Suzuki, award-winning biologist and broadcaster; Sarah Susanka, bestselling author and architect; and Hunter Lovins, international consultant, professor and author are all confirmed speakers. The range of expertise addressing green building, business, design and innovation reflects the comprehensive coverage found at West Coast Green, September 25-27th, 2008, at the San Jose McEnery Convention Center in San Jose, CA. To learn more about the exciting 2008 West Coast Green speaker lineup and see clips of the speakers in action, please visit the recently-released video collection on the West Coast Green site at: <http://www.westcoastgreen.com/connect/video-directory.php>

Never before has a conference and expo provided access to such comprehensive state-of-the-art resources. West Coast Green incorporates new breakthroughs in conference design by creating an Action Hub on the show floor. Available to all guests, the Action Hub is a seed for innovation and a place where ideas can flourish. Anyone is free to mingle with speakers and specialists to facilitate investment introductions and opportunities. This allows ideas to infuse with best business practices and market ready disciplined thinking. As a result, networks can form and flourish long after the show's conclusion.

West Coast Green keynote speakers will include the Mayor of San Jose, Chuck Reed who will discuss the San Jose Green Vision on Thursday, September 25th at 9:30-11:30am. Reed's 10 ambitious goals will guide green building efforts in the City of San José over the next 15 years. His political goals include a commitment to receive all electrical power from clean renewable sources and a vision of making the political process more accessible to the general public.

Also speaking Friday, September 26th at 9:30-11:30am is David Suzuki, a brilliant

interpreter of science and nature for the non-specialist who has pioneered efforts in sustainable ecology. Suzuki received a UNESCO Prize for Science, as well as the United Nations Environmental Medal. Suzuki is also a best selling author, host of the award-winning television show The Nature of Things, and a Professor in Zoology at The University of British Columbia.

Cultural visionary Sarah Susanka encourages homeowners, builders, remodelers and design professionals to focus on quality over quantity. With six best-selling books, Susanka influences not only architectural interests, but her "Not So Big" philosophy is evolving beyond our physical habitations into how we inhabit our lives as well. Susanka will be speaking on Thursday, September 25th at 9:30-11:30am.

Hunter Lovins is a leading expert in enhancing business value while practicing environmental sustainability. Lovins is one of the founders of Sustainable Management, a co-developer of America's first accredited MBA Sustainable Management program, and a Professor of Business at Presidio School of Management. Her book, "Natural Capitalism- Creating the Next Industrial Revolution," was called "A huge deal" by President Clinton and The Economist stated it will "...leave every reader with the hope that the old battle between business and the environment can reach a peaceful and constructive conclusion." Lovins will address West Coast Green audiences on Friday, September 26th at 9:30-11:30am.

About West Coast Green:

West Coast Green serves as the central gathering point for innovators, business leaders and building professionals nationwide. Fourteen thousand designers, green professionals and homeowners come together to network, share resources, grow strategic alliances and foster new ideas that will change the face of the built environment.

This year's conference will feature 400 exhibitors showcasing the latest in resource-efficiency among a stunning array of green and healthy building products and technologies that allows us to work and live more efficiently in our homes and work spaces. More than 200 experts and visionary leaders will be presenting their latest developments, insights and inspiration at the expanding frontiers of the field.

At the heart of West Coast Green is a commitment to revolutionize the way people build and live in their homes, by realigning ourselves with the natural world. Whether you're determining regional construction standards, expanding your green business, or simply looking to make your house a smarter, healthier home, West Coast Green is the place to get inspired about making positive change.