

Innovation Pipeline Exhibit Launches at West Coast Green

Inventors, builders, and big thinkers gather on West Coast Green's 2008 tradeshow floor to exhibit ground-breaking innovations

San Jose, August 21, 2008 - West Coast Green, the nation's largest green building, business and design conference, held this year at the San Jose Convention Center, September 25-27th, brings an emphasis on green innovation. With the move from San Francisco to the heart of Silicon Valley, West Coast Green will be connecting the green movement with the explosive world of cleantech, highlighting innovations in the solar, wind, gas sectors, and green building.

To emphasize the connection between green and clean, West Coast Green has devoted space to an "Innovation Pipeline" exhibit: a section of the tradeshow floor dedicated to clean technology products and services coming to market or in development.

The exhibit will feature upwards of fifty revolutionary and resource-efficient products, including: electric plug-in vehicles, the Triac, the Moose, the Microwatt, and the Buckshot from Green Vehicles; compressed earth blocks from Midwest Earth Builders; Lamberts Channel glass walls from Bendheim Wall Systems; solar tracking lights from Solar Track; and a straw wall from Green Design System.

"West Coast Green is dedicated to unearthing future-forward developments in the tools and environments that shape our daily living," says Christi Graham, West Coast Green's Founder and President. "No other show to date has provided this type of launch pad for emerging breakthroughs in building, design, and technologies." Graham went on to say, "Innovation, in both business methodology and technology, is capable of having profound effects on the degree that society adopts a truly green lifestyle, and so we are excited to bring clean technology and innovation together at this year's West Coast Green."

About West Coast Green:

As the largest and only conference and expo in the world dedicated to green innovation, building, design and technology, West Coast Green serves as the central gathering point for innovators, business leaders and building professionals. Nationwide, 14,000 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 over 400 exhibitors showcasing the latest in resource-efficiency among a stunning array of green and healthy building technologies that allow us to work and live more efficiently in our homes and work spaces. Over 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.

Media Contacts:

Jessica Appelgren: jappelgren@bluepractice.com 415) 871-1662
Jennifer Thomson: jennifer@westcoastgreen.com (415) 383-5105