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Energy Infrastructure Upgrade Needed to Meet Consumer Demand According to Nationwide Survey

Bridging Pricing and Perception Gap Key to Driving Green Power Solutions

Highlights:

- Americans agree that electrical grid infrastructure should be upgraded to support alternative energy technologies
- A perception gap exists between what Americans are willing to pay for green power (15% more) and what they think it costs (50% more)
- Seven out of 10 Americans support federal stimulus funds toward alternative energy technologies; a majority said more should have been allocated
- Six in 10 Americans are very likely to support increased government investment in Smart Grid technology that provides better control by cutting back on consumption during peak periods

San Francisco, August 10, 2009 – Burson-Marsteller, a leading global public relations firm, and Penn, Schoen & Berland Associates, a research and polling consultancy, today released the results of the 2009 Green Power Progress Survey: A Study of Consumer Demand for Green Power Infrastructure, Renewable Energy & Technologies. Chief among the findings is that while there is concern and confusion over the cost, Americans overwhelmingly agree that the nation's electrical grid infrastructure should be upgraded to support new generation and further deployment of alternative energy technologies.

According to the survey, Americans believe that addressing environmental issues and energy needs is a shared responsibility, and they support government mandates for utility companies to use alternative energy sources. However, confusion over costs is a key challenge to the infrastructure upgrades necessary to deploy alternative energy. While there are indications that Americans are willing to pay more for infrastructure to generate energy from alternative sources, a sizable gap exists between what they think this will cost and what they say they are willing to pay.

The Green Power Progress Survey shows that Americans say they are willing to pay 15 percent more ($18/month, based on the average electricity bill noted by respondents) than what they pay today for energy that comes from alternative sources. In a stark comparison, Americans also believe green energy is at least 50 percent more ($62/month) expensive than what they currently pay. These findings point to a ($40+) **Green Power Pricing and Perception Gap** existing among consumers. Unsurprisingly, the gap ($29) is smaller for Green Elites, a group identified as active participants in the sustainability and environment sector.

"This gap is limiting the role end users can play in upgrading the nation's grid infrastructure and deploying green technology solutions," said Jennifer Graham Clary, Chair, Global Technology Practice, Burson-Marsteller. "Consumer awareness around pricing, value and the specific consumer benefits of these upgrades is critical for companies and public agencies seeking to drive the commercialization of new energy and green technology solutions."

"Consumers overwhelmingly support government investment in green technology," said Derek Richer, Director, Penn, Schoen & Berland Associates. "Seven in 10 Americans and eight in 10 Green Elites

support the alternative energy technology investments included in the stimulus package – and a majority said that more should have been allocated for these projects." Indeed, 57 percent of Americans and 70 percent of Green Elites agree that significant upgrades to the nation's electrical grid are necessary to meet the demand for electricity over the next 5 years.

In the survey, more than 1000 Americans were asked about their monthly electricity bill. Respondents indicated that they paid an average of $117 in April 2009 for electricity. For most Americans (61 percent), this was an increase from last year. The survey also found that there are indications that Americans may be willing to directly pay for the benefits of Smart Grid and green technology solutions for their household. On average, Americans are willing to pay a onetime fee of $50 to install necessary hardware in their homes and service charges of $10 per month.

"Additionally, we found that more than six in 10 Americans and Green Elites are very likely to support increased government investment in Smart Grid technology that incentivizes them to better manage costs by cutting back on consumption during peak periods," said Graham Clary. "The support likely stems from empowering the individual to have greater control over energy usage."

About the Burson-Marsteller Green Power Progress Survey
The Burson-Marsteller/PSB Green Power Progress Survey was conducted as an Internet survey from May 23 to May 27, 2009 among 1103 Consumers and Green Elites. The margin of error for the survey is +/- 2.95 percent at the 95 percent confidence level and larger for subgroups.

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Burson-Marsteller (www.burson-marsteller.com), established in 1953, is a leading global public relations and communications firm. It provides clients with strategic thinking and program execution across a full range of public relations, public affairs, advertising and digital services. The firm's seamless worldwide network consists of 71 wholly-owned offices and 58 affiliate offices, together operating in 83 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, a subsidiary of WPP (NASDQ: WPPGY), one of the world's leading communications services networks.

About Penn, Schoen & Berland Associates
Penn, Schoen & Berland Associates (PSB), a unit of the WPP group (NASDAQ: WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. PSB has over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com.