



## FOR IMMEDIATE RELEASE

Contact:  
Sam White  
+1 617 512 8811  
[info@promethean-power.com](mailto:info@promethean-power.com)  
[www.promethean-power.com](http://www.promethean-power.com)

### PROMETHEAN POWER SYSTEMS NOMINATED AS ONE OF TEN FINALISTS IN THE LAUNCH: ENERGY CHALLENGE COMPETITION

**Boston** (October 21, 2011) - Promethean Power Systems is proud to announce that it has been selected as one of ten LAUNCH: Energy Innovators, a competition founded by NASA, The United States Agency for International Development, the US Department of State and NIKE. The LAUNCH: Energy Challenge was created with the goal of identifying 10 transformative energy innovations that have the potential to positively impact the lives in both the developed and developing world. Over 200 submissions were reviewed by a diverse panel of experts from government, industry, investment and research who were tasked to identify innovators who best demonstrated the potential for broad impact as well as technical and financial viability. Promethean was selected for its *Thermal Energy Battery*, a technology aimed at bringing cold-storage infrastructure to emerging economies.

“We’ve developed a technology that is both novel and cost-effective for countries like India, where markets for perishable items like milk, fruits and vegetables are severely impacted by the lack of reliable electricity to power refrigeration equipment,” says cofounder and CEO, Sorin Grama.

Grama and his co-founder, Sam White, started Promethean Power four years ago after visiting villages in India and discovering a desperate need for cold-storage technologies – especially technologies that could serve small farmers. They developed a technology that would evolve into their thermal energy battery and complementary rapid milk chiller and plan to adapt their battery to cool and preserve other perishable products such as fruits, vegetables and vaccines.

Before being selected as a LAUNCH: Energy finalist, Promethean Power team was featured in BusinessWeek’s list of “America’s Most Promising Social Entrepreneurs” in 2011 and received one of GE’s Ecomagination awards for their innovations. Promethean Power is based in Boston’s Innovation District and is a

founding member of Greentown Labs, Boston's first start-up incubator devoted to clean and renewable technologies ([www.greentownlabs.org](http://www.greentownlabs.org)). Promethean also operates an office in Pune, India.

Promethean Power Systems will attend the LAUNCH Energy Forum, which will be held at the Kennedy Space Center in Florida from November 11 to 13, 2011.

About LAUNCH:

NASA, USAID, Department of State, and NIKE joined together to form LAUNCH in an effort to identify, showcase and support innovative approaches to global challenges. LAUNCH searches for visionaries, whose world-class ideas, technologies or programs show great promise for making tangible impacts on society. For more information, please visit [www.launch.org](http://www.launch.org)