



**Media Advisory
FOR IMMEDIATE RELEASE**

Contact:

Angelo Chambrone, Vice President
BlueRock Energy, Inc.
Phone: 315.701.1549 x110
E-Mail: achambrone@bluerockenergy.com

**BLUEROCK ENERGY TO POWER LOCAL BREWING OPERATION
WITH 100% RENEWABLE, NYS GENERATED ENERGY**

Syracuse, NY (10 SEP 08) – BlueRock Energy Inc., a privately held energy services company (ESCO) serving the Central New York region, has signed its first customer for a 100% Certified Renewable, NYS Generated Energy program. Empire Brewing Company will use the renewable energy to power its brewing operations and restaurant, located in Armory Square in Syracuse, NY. This is part of BlueRock Energy’s initiative to provide innovative and environmental solutions to all area businesses.

BlueRock Energy, Inc., Vice President Angelo F. Chambrone explains the deal as a “win-win” solution. “Empire Brewing is a local Syracuse business, we are a local business, and we both have an interest in promoting investment in the New York State economy,” says Chambrone. “This option supports our economy and helps to clean up New York’s power grid, something that benefits every one of us. We share Empire Brewing’s environmental values and recognize them as a green business leader in our community. This is just one area where we strive to save our customers money, time and effort while providing the best energy products available” he added.

“Buying local and environmental responsibility are both important parts of our philosophy at Empire Brewing,” said David Katleski, President of Empire Brewing Company in Syracuse. “When it was time to make a decision about energy providers we shopped around for someone who could guarantee us that the energy was not only 100% renewable, but also 100% New York State generated.” Katleski went on to say that in addition to certifying the renewable energy, BlueRock was able to make the alternative affordable for them. Tax credits also helped to offset some of the cost.

Within two months BlueRock Energy expects to roll out several renewable energy options and make them available to all its customers, including the 100% Certified Renewable, NYS Generated energy option. BlueRock Energy’s renewable energy comes from wind, biomass, and hydro-electric sources. The certification is based on criteria set and monitored by the New York State Public Service Commission. To maintain certification, energy companies must provide disclosure labels to customers every six months listing which renewable sources were used.

BlueRock Energy, Inc. is a privately held energy services company (ESCO) licensed by the New York State Public Service Commission (NYPSC). Committed to the Central New York region, BlueRock Energy’s future expansion plans include offering natural gas products (currently available in certain Upstate NY markets only), and further market expansion into the New

England and Mid-Atlantic states. In addition to serving the small- to mid-size commercial market, BlueRock Energy offers plans for large, industrial manufacturers and institutional customers. For more information call 315.701.1549 or visit www.bluerockenergy.com.

Photo: from left to right, David Katleski, President of Empire Brewing Company; Angelo Chambrone, Vice President of BlueRock Energy, Inc.

