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Rocky Mountain Institute to Expand Leadership Team in Response to Remarkable Opportunities

Editors, please note: A high-resolution headshot of RMI CEO and founder Amory B. Lovins, and biographical sketches of RMI's leadership team, are available upon request.

Snowmass, Colo., November 20, 2006—Rocky Mountain Institute CEO and founder Amory B. Lovins announced that RMI's leadership team is expanding to allow him a more active strategic role in launching and advancing RMI's high-visibility projects. "It's my pleasure to announce that RMI has begun a search for a new CEO with exceptional substance and vision to lead RMI through its next phase of developing and executing ambitious goals."

Lovins, an acclaimed scientist, researcher, and author, co-founded the "think and do tank" in 1982. An energetic globetrotter at 58, he'll remain RMI's CEO until the new CEO comes in, then become Chairman and Chief Scientist. In this role, he will focus solely on strategic influence, thought leadership, and guidance of RMI's key strategic projects.

"RMI's growth and vision," continued Lovins, "have created new opportunities to apply our unique integrative skills in advanced resource efficiency. The convergence of costly oil, global tensions, climate change, and political polarization makes RMI's nonpartisan and systemic approach even more needed and effective. RMI's achievements and influence are growing as more decision makers and opinion leaders seek our counsel. Where some see only costly problems, we see profitable solutions."

"We congratulate Amory on his achievements in RMI's first 25 years, and enthusiastically support him and RMI's senior management team as they plan for continued success in the next quarter-century," stated John C. Fox, who will continue to lead RMI's Board of Trustees during and after the transition. "We're excited for Amory because this transition will enable him to do even more of the strategic work that he's passionate about. The new CEO's leadership will complement the skills of Executive Director Marty Pickett, who has served RMI for over eight years. We're delighted that she will be staying on as Chief Operating Officer as we move into our next phase of growth."

"RMI has expanded its capabilities and accomplishments in the past six years, and we now enjoy exciting growth potential," said Pickett. "Over the past 15 months, we've hired top talent to lead our research and consulting efforts—such as Team Leaders Greg Franta, FAIA (Built Environment), John Anderson, PE (Energy & Resources), and John Waters (Breakthrough Design)—plus Communications Director Jonathan Hutson. With such a powerful leadership team and an extraordinary staff to match, the sky's the limit." Pickett noted that most of the expansion will occur in RMI's Boulder, Colorado office, to which the U.S. Green Building Council recently awarded the world's first LEED Platinum rating for Commercial Interior Retrofits. The office houses two of RMI's Teams, along with their Managing Director, Dr. Joel Swisher, PE.

RMI's recent opportunities include promoting energy efficiency throughout the military; helping Rupert Murdoch to make News Corporation climate-neutral and more profitable; strategically supporting President Bill Clinton's initiative to help the mayors of the world's 40 biggest cities address climate change; helping Wal-Mart double the efficiency of its heavy truck fleet by 2015, saving more than \$300 million per year;

supporting the State of Hawai'i in transforming its energy strategy; educating utility investors to shift from polluting power plants to cheaper, faster, healthier, climate-safer choices; reinforcing progress in aviation, heavy-truck, and military adoption of key recommendations in RMI's Pentagon-cofunded 2004 study *Winning the Oil Endgame* (www.oilendgame.com)—a roadmap for *eliminating* U.S. oil use by the 2040s and revitalizing the economy, all led by business for profit; and redoubling those off-oil implementation efforts in automaking and biofuels.

Lovins concluded: "RMI earns half its revenue by consulting for many of the world's leading corporations. In recent years we've redesigned nearly \$30 billion worth of facilities in 28 sectors for radical energy and resource efficiency, often at reduced capital cost. Such practical and profitable answers to both global and bottom-line needs are now in urgent demand. RMI's progress in using market competition to spread efficiency, and efficiency to make the world better and safer, sets the course for our next steps."

Rocky Mountain Institute is a 24-year-old, independent, nonpartisan, entrepreneurial, nonprofit organization. It fosters the efficient and restorative use of resources to make the world secure, just, profitable, and life-sustaining. RMI shows businesses, communities, individuals, and governments how to create wealth and protect the environment simultaneously—often through advanced resource efficiency and the principles of "natural capitalism." For more on its work, please visit www.rmi.org, with Media Materials at www.rmi.org/sitepages/pid65.php.

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