



PRESS RELEASE

Contact:
Nancy Whalen
California Climate Action Registry
(213) 891- 6933

FOR IMMEDIATE RELEASE: February 27, 2008

Continuous Coating Qualifies for the Cool Planet Project

Company Installs Energy Efficiency Projects Reducing Greenhouse Gases

LOS ANGELES, California – Continuous Coating, Inc., a leader in the coil coating and electro plating industry has reduced their energy demand by installing energy efficiency projects that save over one million kWh on an annual basis. This environmental leadership as has qualified Continuous Coating, Inc. to participate in the Cool Planet Project.

The Cool Planet Project is a combination of the California Climate Action Registry program with the Southern California Edison energy efficiency programs that creates an incentive program for large industrial customers to reduce their greenhouse gas emissions through the installation of energy efficiency projects. It is the first of its kind in the utility sector.

The benefits Continuous Coating, Inc., will receive as a result of participating in the Cool Planet Project include: one year paid membership dues to the California Climate Action Registry which will enable the tracking of greenhouse gas emissions and reductions; financial incentives from Southern California Edison related to the installation costs of their energy efficiency projects; a percentage of the third party verification costs associated with California Registry membership; education on climate change policy and greenhouse gas emissions management; and marketing assistance.

“We congratulate Continuous Coating, Inc. on being the first participant in the Cool Planet Project and praise their environmental leadership. Southern California Edison is glad to be the first utility to sponsor the Cool Planet Project and to lead the industry in solving the challenge of climate change through energy efficiency.” said Gene Rodrigues, Director of Energy Efficiency for Southern California Edison.

Continuous Coating, Inc. installed energy efficiency projects which included switching out plating tanks for more energy efficient models and a water recycling system. In addition to reducing greenhouse gas emissions, the reduced kilowatt hour usage has yielded sizable monthly savings on energy bills.

“Our company motto is ‘prevent pollution before it is produced.’ The Cool Planet Project is an excellent project that helps us drive that message home,” said Grace Meda, Environmental Manager for Continuous Coating, Inc.

Southern California Edison is the largest electric utility in California, serving a population of more than 13 million via 4.8 million customer accounts in a 50,000-square-mile service area within Central, Coastal and Southern California.

The California Climate Action Registry is a non-profit public/private partnership that serves as a voluntary greenhouse gas (GHG) registry to protect, encourage, and promote early actions to reduce GHG emissions. Over 320 major companies, cities, government agencies and NGOs measure and publicly report their GHG emissions through the Registry. www.climateregistry.org

###