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University of South Carolina - City of Columbia Fuel Cell Collaborative Receives 2009 Innovator Award From Southern Growth Policies Board This Week

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SCRA's Bill Mahoney and MS Gov Haley Barbour

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Collaborative Recognized at Annual Conference for Regional Partnership to Create Economic Opportunity

COLUMBIA, SC – June 11, 2009 – The University of South Carolina--City of Columbia Fuel Cell Collaborative (USCCFCC) was honored along with 13 other Innovators in the Southern region on Monday, June 8, 2009, in an awards ceremony and reception during the South Growth Policies Board annual conference, The Business of Southern Energy, in Biloxi, Mississippi, hosted by Mississippi Governor Haley Barbour. The conference agenda included keynote speaker T. Boone Pickens, noted entrepreneur and philanthropist. SCRA CEO Bill Mahoney accepted the award on behalf of USCCFCC.

USCCFCC was selected to represent South Carolina as the winner of the 2009 Innovator Award. The Southern Growth Policies Board is a non-partisan public policy think tank based in Research Triangle Park, North Carolina. USCCFCC was chosen from a strong pool of nominees in the Southern region as an outstanding initiative that encourages economic opportunities and quality of life relating to bio-products, alternative energy, and energy efficiency.

Innovator awards are presented annually to one organization in each of Southern Growth's member states. USCCFC was selected for its innovative use of technologies to promote energy efficiency; promotion of cross-industry collaboration; commercialization/technology transfer; preparation of workers for green collar jobs; and its replicability to other organizations or geographic areas. The USCCFCC also received special consideration because of its collaborative partnerships with the public, private, university, government and nonprofit sectors.

"Columbia and USC are leveraging our region's competitive advantage in advanced energy storage, hydrogen, and fuel cell technology. It takes focus and dedication to achieve long-term results. This is how you become world class and a center of excellence," said City of Columbia Mayor Bob Coble.

In 2006, USCCFCC was formed by the University of South Carolina, the City of Columbia, EngenuitySC and the South Carolina Research Authority to position Columbia, SC as a leader in fuel cell innovation, technology, and sustainability. The organization's founding partners realized that Columbia, SC had a distinct set of research capabilities in future fuels at the University and strong commercialization & collaboration assets within the SC Research Authority.

"USCCFCC shares experience and resources from very distinct industry areas to build a strong collaboration, and we are pleased to be recognized for our efforts and progress," said Bill Mahoney, SCRA CEO. "In three years, our efforts have helped form eleven new alternative energy start-ups in SC."

In an effort to encourage commercialization of multiple products and applications within the hydrogen and fuel cell space, in 2006, the USCCFCC created the Greater Columbia Fuel Cell Challenge (USCCGC) to provide funding and support for industry/university collaborations. The region's key stakeholders: higher education, entrepreneurs, the business community, and the municipal/state government are unified in support and investment in this emerging technology area.

For more information about the USCCFCC and the Greater Columbia Fuel Cell Challenge, visit www.fuelcellchallenge.com.

About the Southern Growth Policies Board

Southern Growth Policies Board is a non-partisan public policy think tank based in Research Triangle Park, North Carolina. Formed by the region's governors in 1971, Southern Growth Policies Board develops and advances visionary economic development policies by providing a forum for partnership and dialog among a diverse cross-section of the region's governors, legislators, business and academic leaders and the economic- and community-development sectors. This unique public-private partnership is devoted to strengthening the South's economy and creating the highest possible quality of life.

About the USC Columbia Fuel Cell Collaborative

The University of South Carolina – City of Columbia Fuel Cell Collaborative was formed by the University of South Carolina, the City of Columbia, EngenuitySC and the South Carolina Research Authority to position Columbia, SC as a leader in hydrogen fuel cell innovation and technology. Its mission is to attract private sector partners, top fuel cell scientists, entrepreneurs and innovators to the Columbia region; as well as to collaborate with private sector leaders from all areas of the fuel cell market for the unprecedented deployment of fuel cell and other alternative energy technologies into multiple city, university and commercial applications throughout the region. Learn more at: www.fuelcellchallenge.com

About the University of South Carolina

The University of South Carolina is dedicated to building the knowledge economy in South Carolina by attracting the world's top professors, scientists, students and entrepreneurs to Columbia, SC. Through its new Innovation district called Innovista, the University is supporting research initiatives in nanotechnology, health sciences, Future Fuels™, the environment, and information and knowledge technologies. For more information, visit: www.sc.edu

About the City of Columbia

The City of Columbia is as rich in cultural heritage and history as it is with talent and opportunity. The City of Columbia is dedicated to the advancement of the knowledge economy in the midlands region through its partnership in the USC Columbia Fuel Cell Collaborative, its award winning

technology incubator, and its commitment to entrepreneurship and innovation. The city fully supports the creation of the first integrated fuel cell district in the country and is committed to making Columbia a business friendly environment for innovative companies. For more information, visit: www.columbiasc.net

About EngenuitySC

EngenuitySC is an active public/private sector partnership focused on nurturing the growth of a knowledge-based economy in the Columbia, SC region. Comprised of business and industry leaders, along with representatives from local government and academia, EngenuitySC strives to create a fertile business climate that encourages entrepreneurship and the commercialization of ideas and technology, harnesses the research breakthroughs of higher education institutions, establishes public policy that is sensitive to the unique needs of knowledge-based companies, and promotes access to start-up investment capital. For more information, visit: www.engenuitysc.com

About SCRA

SCRA is a global leader in applied research and commercialization services with offices in South Carolina, Ohio and near McLean, Virginia. SCRA collaborates to advance technology, providing technology-based solutions with assured outcomes to industry and government, with the help of research universities in SC, the US and around the world. For more information, visit: www.scra.org.

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