

NEWS RELEASE

San Diego CEOs Against Proposition 23

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An Open Letter Opposing Proposition 23 from San Diego CEOs

SAN DIEGO — October 21, 2010 — Concerned about the harm to San Diego's economy that may result from the passage of Proposition 23, an ad hoc group of 30 San Diego CEOs has joined to write an open letter to advise local voters about this initiative.

TO: The Voters of San Diego

As a group of CEOs from across the political spectrum representing varied San Diego businesses, we would like to urge San Diegans to vote No on Proposition 23.

Passage of this proposition would effectively repeal the landmark Clean Energy Law, AB32. In anticipation of AB32 being implemented, we have seen a boom of clean energy technology businesses that has created more than 500,000 new jobs and \$9.1 billion in private equity investments to our state. In fact, clean technology jobs are growing at a rate 10 times the average of other industries.

Support for Proposition 23 is being provided by large oil refining companies and related out-of-state interests who are primarily concerned about the impact of pollution control on their profits. These entities are using misleading scare tactics to try to convince Californians that Proposition 23 would save jobs in California. What they aren't telling us is that Proposition 23 would halt the clean energy development and clean-tech job creation that have provided the only recent bright spot in our economy and one of the most promising global growth industries of this century. Killing off California's fastest growing industry is a recipe for higher, not lower, unemployment.

Political leaders from both parties including the mayors and city councils of San Diego, La Mesa, Del Mar, Imperial Beach, Solana Beach and Chula Vista, along with over 1,000 companies, investors and business leaders across the state are in agreement with us that Prop 23 is bad for California and needs to be defeated.

As CEOs running businesses during these difficult economic times, we firmly believe that passage of this initiative would be harmful at best and devastating at worst for our business community, neighborhoods, and the California economy.

A NO vote on Proposition 23 is a vote for more jobs in California.

Respectfully,

Thomas Ackerman, CEO, Spirit Graphics and Printing
Barbara Burton, CEO, The Burton Company
Jeffrey DiToro, CEO, Armor Grafix
Jessica Finley, CEO, iJourney Green
Robert Hamm, CEO, ECO Re Box
Adam Hiner, CEO, Eco Caters
Mario Larach, CEO, Kai BioEnergy
Robert Noble, CEO, Envision Solar
Karim Pirani, CEO SafeList
Ronald L. Pitt, CEO, EcoDog
Robert Reyes, CEO, Startup Circle
Tad Simmons, CEO, Green Source
Quentin Sponselee, CEO, TerraMoto
Ted Torre-Bueno, CEO, Empowered Energy Solutions
Courtland Weisleder, CEO, Greener Dawn

Barry Braden, CEO, Pizza Fusion Hillcrest
Mike D'Ascanio, CEO, Earth-List
T. Todd Elvins, CEO, Clean Venture
Dan Gibbs, CEO, Home Town Farms
Steve Harrington, CEP, Flo Metrics
Tyler Jensen, CEO The Startup Garage
Mark Mandell, CEO, Square One Development
Yeves Perez, CEO, ecohub
Todd M. Pitcher, CEO, Aspire Clean Tech Communications
Douglas Poffinbarger, CEO, PE Consulting
David Saltman, CEO, Malama Composites
Camille Sobrian, CEO, CONNECT
David Steel, CEO, Green Chamber of San Diego County
Jim Torti, CEO, Noble Environmental Technologies/ECOR
Robert Wilder, CEO, WilderShares

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