

PickensPlan

T. Boone Pickens Media Coverage 8.26.10

Total of 4 Placements

- Blog/Online: 1
- Broadcast: 3

Blog/Online Placements (Full Articles Below)

- **Microsoft's Gates, Wind Icon Pickens Speak Out on Energy** – *Investor Place* – 8/25/10

BLOG/ONLINE COVERAGE

Microsoft's Gates, Wind Icon Pickens Speak Out on Energy – *Investor Place* – 8/25/10

U.S. should focus on big sources of carbon emissions

By Paul Ausick

Bill Gates, co-founder of Microsoft Corp. (NASDAQ: MSFT), thinks the US should develop a more rational energy policy, invest more in energy research and development, and get lucky. The phrase Gates uses does not refer to luck, though. He prefers “energy miracles,” by which he means a technological breakthrough that would reduce the amount of carbon emitted.

Gates, in fact, worships at the altar of technology, and believes, apparently, that there's nothing that big thinking and hard work won't solve. To have an impact on climate change, the US

should focus on the “big sources” of carbon emissions like transportation and electricity generation.

This stance is not unlike that of oilman T. Boone Pickens, who has been promoting natural gas as an alternative to petroleum. Pickens, the majority shareholder in Clean Energy Fuels Corp. (NASDAQ: CLNE), forecasted today a crude oil price of \$85/barrel by the end of the year. Now he is attacking the transportation fuel emissions problem by championing natural gas. Emissions from natural gas contain about 29% less carbon dioxide than gasoline.

In an interview [<http://www.technologyreview.com/energy/26112/>] with Technology Review magazine, Gates supports a 1% or 2% tax on carbon as opposed to a cap-and-trade systems, and would use the money to fund basic R&D in energy. He believes that is the only way that an energy miracle will occur. Investors won't fund that kind of innovation because they can't capture the full benefit from whatever innovation they develop. Thus, because there is a net benefit to society, the government needs to step up.

Gates has invested in a nuclear power company called TerraPower that is working on a design for a traveling-wave reactor that uses less fuel than current reactors and generates much less waste because it re-uses its own waste repeatedly to continue running. The plant needs to be re-fueled only about every hundred years, compared with about two or three years for a conventional plant.

Gates's faith in innovation and technology may pay dividends, but only after more years of emissions. Depending on technology alone simply takes too long and relies to a large degree on luck, or as Gates would have it, miracles. Energy efficiency steps, such as better auto engine technology that boosts MPG to 40 or more, may offer only interim solutions, but those are worth a lot while we wait for the miracles to happen.

BROADCAST COVERAGE

1. Mad Money (Rebroadcast)

CNBC, National | DMA: 0

08/25/2010, 11:00 PM - 12:00 AM

[CC] 00:22:59 Because they're high barriers to entry keeping out competitors, they have huge gross margins on its earnings, that is even better. Even if it had that great stuff, forget about it, but the company reported a terrific quarter. With earnings per share, nine cents better than what the street was looking for. That's the fifth straight quarter that they've beat wall street consensus numbers. Thank your lucky stars it's pulled back. I wasn't going to tell you to buy it on the high. Polypore is a pastiche, but it's worth taking the time to study. The next best thing to a duopoly is an oligopoly. I would buy this stock on its battery technology alone. A technology even **oil man Boone Pickens** said on our air this very morning represents the ultimate **fuel** of our **energy** future.00:23:56

Audience: 137,375 Spot Cost: \$1,442

2. Mad Money

CNBC, National | DMA: 0

08/25/2010, 06:00 PM - 07:00 PM

[EC] 00:15:52 Because they're high barriers to entry keeping out competitors, they have huge gross margins on its earnings, that is even better. Even if it had that great stuff, forget about it, but the company reported a terrific quarter. With earnings per share, nine cents better than what the street was looking for. That's the fifth straight quarter that they've beat wall street consensus numbers. Thank your lucky stars it's pulled back. I wasn't going to tell you to buy it on the high. Polypore is a pastiche, but it's worth taking the time to study. The next best thing to a duopoly is an oligopoly. I would buy this stock on its battery technology alone. A technology even **oil man Boone Pickens** said on our air this very morning represents the ultimate **fuel** of our **energy** future. 00:23:45

Keywords:52 Week High List; Millipore bought by Merck KGA; German Merck; Lead Acid Battery; Asia; Lithium Ion Battery; Apple; 300 Spartans; **Boone Pickens**;

Visuals:Polypore Intl; iPad;

Audience: 375,270 **Spot Cost:** \$3,612

3. Power Lunch

CNBC, National | DMA: 0

08/25/2010, 01:00 PM - 02:00 PM

[EC] 00:13:10 We still have a packed edition of "per lunch" on tap for you. Here's what's on the menu. Banking on batteries. **Boone Pickens** says they're the next big thing. Can they recharge the economy? 00:13:44

Keywords:Tease: Batteries; Dinosaur Age.

Visuals:**T. BoonePickens**; Bernard Madoff; Garmin, TiVo, and Research In Motion logos.

[EC] 00:16:51 Billionaire investor **BoonePickens** making a bold prediction on the future of **energy** this morning on Squawk Box. Take a listen. What's the ultimate it's our sound of the day. Transportation **fuel** in your uimate meaning how far? View, **Boone**? 20 Years? Yeah. 20 years. Okay. I think you'll be on the battery. Is **Boone** --I'm already on is **BoonePickens** right about battery. Batteries leading the way for **energy**? Joining us, Michael Lu, senior analyst for **energy** creation and **energy** efficiency at Needham . and Chris Helamn of Forbes Mr. Helman, welcome. Let me start with you. Is **Pickens** right about that? I love **BoonePickens**. I think he's right about a lot of ings, his time period, 20 years out, he might be correct. What we need to keep in mind is that there's 250 million cars in the United States. Almost all of them run on gasoline. It's going to take a lot of time and a lot of investment in scaleable infrastructure to get to the point that we can run this country on batteries. I think in the short term, we need to realize that the future of energy in America is going to look a lot like the present, which means based on oil and based on gasoline and diesel. And we need to develop battery technology. But in the short term, we also need to drill more in the United States. Sure. I mean, michael, I'm sure you agree with that. At some point we're going to make a transition to something else. We're trying to talk about what is the most likely other thing when finally gasoline becomes so expensive that other things, you know, become a substitute? Do you believe it would be battery for cars? I believe lithium is the future for electric vehicle transportation. What makes it the best? It's the performance. In addition being a cleaner energy solution, it's all about performance. The industry itself is really at the cusp. It's starting. Soon you'll start to see some of the major auto manufacturers roll out. Chris, you mentioned in your notes here one of the things you think is a longer term solution is the move to nuclear. Yet do you think there's the political or public will to go that route? I think there's the public will in the United States right now because people realize that coal is not the way of the future. The problem with nuclear is tha we're seeing incredible cost escalations as well as political and social risks. Even with federal guarantees, we're seeing companies like consolation **energy** backing off of their nuclear plans because they cost too much. I think in the

shorter term, maybe over the next 10 or 15 years -- because of the regulatory burden they cost too much? Because of the regulatory burden and because the engineering, the equipment is very costly. Especially when you're building the first or second iterations. In the United States we're fortunate that we don't need to turn to nuclear yet. We have at least 100 years of **natural gas**. We know where it is. We know how to get it. If we can get people comfortable with hydraulic fracturing technology, then there's no reason why we cannot displace a lot of our coal with **natural gas** and even power cars with compressed **natural gas**. That was something Mr. **Pickens** talked about this morning. Michael, let me turn back to the question of battery. Are there ws today I can invest in your hunch that batteries are going to be the way of the future 10, 20 years down the road? Yeah. There are plenty of companies to investment. We're recommending our top pick in the space is Polypor,, 00:21:12

Keywords:TZ; Batteries; Gasoline; Oil; Diesel; Mitsubishi; Nissan LEAF; GM Volt; Compact Power; LG Chem; Toyota Prius; Panasonic; Sanyo; Ford Transit; Johnson Controls; Saft; BMW Active Hybrid; Coal; Constellation Energy; Nuclear Power; Natural Gas; Hydraulic Fracturing; PolyPore; Lithium-Ion Batteries; Mercedes; Enter One; Valence Technologies.

Visuals:List of EV-Lithium Battery Pacts.

Speakers:**T. BoonePickens**, billionaire investor; Chris Helman, associate editor, Forbes; Michael Lew, senior analyst, Needham and Company.

Audience: 314,617 **Spot Cost:** \$2,613