

Wednesday, March 5, 2008

## **365 Main's Oakland data center joins in energy program**

East Bay Business Times

**365 Main** said Wednesday that its Oakland data center is participating in the Savings by Design program sponsored in part by **Pacific Gas & Electric Co.**, to reduce energy consumption.

The high-end data center owner and operator said by implementing energy-efficient measures recommended through the program, the data center data will reduce annual energy consumption by more than 1.67 million kilowatt-hours, representing enough energy to power approximately 242 homes each year.

Savings by Design, sponsored by four of California's largest utilities, encourages the design and construction of high-performance and energy-efficient buildings.

365 Main participated by having **PG&E** and a third party review design drawings of its the 111,000-square-foot data center near Oakland's Jack London Square.

PG&E shares the participants' costs by issuing rebate checks, and the improvements generally pay for themselves within three years, 365 Main said.

365 Main received a \$168,000 rebate check from PG&E that to help offset its costs.

Among the improvements was using high-efficiency motors, which are at the core of components in a data center, including the dozens of computer room air conditioners.

365 Main got its name from the address of its original data center in San Francisco. The company also has data centers in Newark, Vernon, El Segundo, Chandler, Ariz., and Chantilly, Va.