



**** MEDIA ADVISORY ****

Nov. 5, 2010

For Immediate Release

Who: [Kef Kasdin](#), CEO, Proterro, Inc.

What: Proterro is the developer of Protose sugar, a fermentation-ready sugar feedstock that will enable the economical and scalable production of biofuels.

Ms Kasdin presents breakout session “Development of a fermentation-ready sugar feedstock for biofuels production” at the [2010 Pacific Rim Summit on Industrial Biotechnology and Bioenergy](#), organized by the Biotechnology Industry Organization (BIO)

Track Assignment: Biofuels & Bioenergy Platforms

Panel Title: Revolutionary Fuel Pathways

When: Session 6, Dec. 13, 2010
3:30pm-5:00pm

Where: Hilton Hawaiian Village Beach Resort & Spa
Honolulu, Hawaii

Why: The biggest barrier to market adoption of biofuels is the high cost of cultivating, harvesting, transporting and processing of feedstock.

Through its novel, patent-pending biosynthetic process, Proterro can resolve the feedstock challenge for biofuels by delivering non-agriculture-based, fermentation-ready sugar at a dramatically lower cost than sugarcane, corn or other energy crops.

Proterro’s Protose sugar is a fortified sucrose that is a sustainable, inexpensive, geoflexible, fermentation-ready feedstock. It can be used to produce a variety of commercial scale fuels through standard industrial fermentation methods.

For more information, please visit www.proterro.com

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Notes: *Proterro’s investors are [Battelle Ventures](#) and [Braemar Energy Ventures](#)
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