

WORLD BUSINESS ACADEMY

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For Immediate Release

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“Freedom from Mid-East Oil”

New book presents a detailed, realistic national plan for replacing Middle Eastern oil by 2015.

Oil is our number one national security, environmental, and economic issue. Eliminating America’s reliance on Mid-East oil improves a host of problems—from climate change and the spread of terrorism, to soaring gas prices, trade deficits, domestic job loss, and the decline of the U.S. as a global leader.

That’s the idea behind an important new book by business visionaries Jerry B. Brown, Ph.D., Rinaldo S. Brutoco, J.D., and James A. Cusumano, Ph.D., called *Freedom from Mid-East Oil* (World Business Academy; October 2007). The book outlines the Prometheus Plan, a set of straightforward strategies and policy recommendations aimed at completely replacing Middle Eastern oil by 2015. *The primary goal is to reduce U.S. consumption by 5 million barrels a day—equivalent to all the Mid-East oil the U.S. is projected to be importing by 2015.*

The Prometheus Plan rests on three pillars:

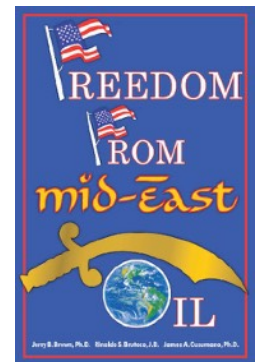
1. Immediate, massive implementation of existing energy efficiency technologies, especially in vehicle and truck transportation.
2. Rapid transition to alternative **non-nuclear, non-fossil** fuels based on current technologies—biofuels, wind, solar—with a focus on transportation.
3. Transition to a hydrogen economy (the “Beyond Prometheus Strategy”), finalizing our longer term progression to a **non-fossil fuel economy** and an **oil-free future**.

The Prometheus Plan rests on much of the work already generated by the Natural Resources Defense Council, the Rocky Mountain Institute, the Apollo Alliance, and Union of Concerned Scientists and other similarly prestigious public interest groups. All of the key elements of the Plan itself have been exhaustively researched, and endorsed by nonpartisan think-tanks, public interest groups, universities, prestigious bipartisan commissions, scientists, and energy experts, the Prometheus Plan will:

- Limit the wealth flowing to states that fund terrorism
- Reduce U.S. dependence on unstable, hostile governments
- Dramatically reduce CO₂ and harmful air emissions
- Rebalance trade, reduce the deficit, and stabilize the dollar
- Save \$133 billion annually in oil costs after 10 years
- Save one million high-wage automotive and transportation-related jobs
- Create up to 2 million additional jobs in biofuels and new energy industries

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- Increase annual farm income by billions and revitalize rural communities by promoting sugar cane based ethanol and other currently available technologies



Our Belief:

All humanity must have access to sustainable clean energy.

Our Vision:

Global clean energy abundance through U.S. leadership.

Our Mission:

Save at least 5 million barrels of oil a day—and free the US from Middle Eastern oil—by 2015

“The practical steps offered in this book could literally save our world.”

President—Alliance for a New Humanity

—Deepak Chopra,

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The authors present a step-by-step roadmap for implementing the Plan, which can be achieved with current technology and no new taxes, while reducing global warming emissions.

Readers also learn:

- How decreasing oil supplies and global climate change are ending the Fossil Fuel Era and catalyzing the Age of Renewables
- Why nuclear power, coal, natural gas, and tar sands are not the answer
- How to grow our own energy for \$2 a gallon at the pump
- How to make the switch to abundant renewables: wind, ocean, solar, other biofuels, and energy savings
- A realistic plan to turn the U.S. into a hydrogen-powered nation as we continue eliminating our oil dependency
- How corporate, state, and local initiatives can lead the way—and who's already doing it

It will cost approximately \$180 billion to achieve the long-term objectives outlined in our Beyond Prometheus Strategy for eliminating U.S. dependence on all imported oil—not just Middle East oil. That's less than one-half the current cost of the Iraq War, started in large part to secure that country's oil.

Faced with record high oil prices, terrorism, Middle East instability, melting ice caps, and rising sea levels, we have a once-in-a-lifetime opportunity to set this great nation—and by our example and leadership, the rest of the international community—on a firm path toward an affordable, clean, safe and sustainable energy future, while reducing oil based revenues flowing to the Mid-East which in turn finance terrorists based there who have vowed to destroy the West.

Currently confronting a threat to its national security and the inescapable energy-climate crisis of the 21st century, America stands at a pivotal crossroads in world history.

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JERRY B. BROWN, PH.D., is a professor, writer, energy expert, and a business consultant. **RINALDO S. BRUTOCO, J.D.**, is founder, president, and CEO of the World Business Academy, and **JAMES A. CUSUMANO, PH.D.**, is a former R&D Director for Exxon, founder of a public technology company, and is the Academy's European-based vice chair. The Prometheus Plan grew out of the Energy Task Force of the World Business Academy, a research and education institution founded to help the global business community understand and respond to critical moral, environmental, and social dilemmas.

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“FREEDOM FROM MID-EAST OIL”

Jerry B. Brown, Ph.D., Rinaldo S. Brutoco, J.D., and James A. Cusumano, Ph.D.
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