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September 7, 2011

For Immediate Release

The Future Arrives in Downtown Ferndale, Tomorrow

DATE: Thursday, September 9

TIME: 1 pm

PLACE: Downtown Ferndale parking Lot, just west of the Ferndale Public Library at 222 E. Nine Mile Road.

WHAT: Reveal and demo of the BLINK L2 Pedestal Charging Station, 1 of 2 now operational in Downtown Ferndale; 1 of 16 behind installed throughout Southeast Michigan.

WHY: Downtown Ferndale once again leads the way in developing green initiatives that serve its residents, its guests and the region. The station installation and FREE charge up to Personal Electric Vehicle (PEV) users is another example of its ongoing pursuit of being environmentally responsible and responsive to its constituents.

DETAILS: Following brief remarks by Ferndale Mayor Dave Coulter, Ferndale City Manager April McGrath and Haukur Asgeirsson, Manager of DTE Energy's Distributed Operations-Power Systems Technologies Department, a Chevy VOLT will be powered up to officially launch the charging station.

More Details: Please see attached September 1 release.

For assistance in coverage of this event, please contact Chris Hughes at 248-546-1632.