

PRESS RELEASE

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US Equity Holdings CEO named Strategic Advisor to Fraunhofer's Pompeii Sustainable Preservation Project (PSPP)

Chester Aldridge, Chairman and CEO of US Equity Holdings, has joined Fraunhofer's Pompeii Sustainable Preservation Project (PSPP) as a Strategic Advisor. Mr. Aldridge will take an active role in advising Europe's largest application-oriented research organization with the conservation of Pompeii, an antique Roman city at the foot of Mount Vesuvius.

At US Equity Holdings, Mr. Aldridge has established, financed, and managed multiple ventures in the fields of biotechnology, renewable energy, technology, and entertainment. He has raised more than \$150 million in private equity and has led projects partnered with Sony and Disney, as well as NASA and the Massachusetts Institute of Technology. Mr. Aldridge is co-founder and chairman of the renewable energy technology fund Green Edge Ventures, which is a founding sponsor of the Fraunhofer TechBridge Program.

Nowhere else in the world, the life of ancient Rome is better preserved than in Pompeii. Enclosed in volcanic ash since 79 A.D., Pompeii is a 2000-year-old city that is now – after its excavation during the last 200 years – threatened by decay. With over 2.5 million visitors per year, this UNESCO World Heritage site faces constant deterioration from visitors and climatic conditions. Appropriate conservation, training, and research will be necessary to preserve its ancient ruins. Mr. Aldridge will advise in strategic management and capital to raise necessary awareness and funds to the site. "It is imperative that we preserve the cultural heritage of Pompeii for future generations. We are pleased that we were able to win Mr. Chester Aldridge, the entrepreneur well-known for his sustainable projects. Mr. Aldridge will be a valuable asset to the initiative" said Prof. Klaus Sedlbauer, Director of the Fraunhofer Institute for Building Physics and scientific spokesman of the preservation project. "Our work with him on the development of the Fraunhofer TechBridge Program is proof of his value to our Institution. I have no doubt that he will bring the necessary tools and perspective to properly advise PSPP," said Prof. Sedlbauer.

Cooperation partner:

Head of Press and Public Relations

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FRAUNHOFER INSTITUTE FOR BUILDING PHYSICS IBP

»Fraunhofer is one of the world's leading research organizations focused on the health and well-being of humanity and the environment. PSPP is an initiative to understanding life as it once was when Western Civilization was in its infancy« said Chester Aldridge and added »The world must recognize this project as what it is, a mission to sustain the history of our ancestors.«

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PSPP is a collaboration between many of Europe's leading research institutions, including the University of Oxford, the Soprintendenza Speciale per I Beni Archeologici di Napoli e Pompeii, and Fraunhofer Gesellschaft and Technische Universität of Munich. PSPP will not only bring together the brightest talents in restoration and archeology to maintain Pompeii's glory as a monument, but will use the UNESCO World Heritage site to train new and prospective researchers in the humanities and the sciences. PSPP is working closely with sponsors to offer youth education programs as well.

»The initiative's attention to experiential education—highlighted by student summer academies, research fellowships, and interdisciplinary seminars led by world-renowned researchers and lecturers—alongside the conservation of the site, is an approach we admire dearly« said US Equity Holdings Vice President of Operations Mr. Mohammad Modarres, who credits his professional development to the educational scholarship and fellowships he has received.

»The ancient city of Pompeii is not only a world famous cultural monument, it also exemplifies a long and fine tradition of German-Italian cooperation. As Head of the Department of Culture and Communication, I greatly welcome the initiative presented here by German and Italian research institutions. It will help us to preserve universal values for generations to come« said Dr. Dr h.c. mult. Hans Ulrich Seidt from the Federal Foreign Office of Germany.

The initiative is not simply about protecting antiquity, but also conserving the culture and history connected to the ancient ruins. »It is with this goal in mind that we move this project forward with the assistance of Mr. Aldridge and US Equity Holdings. To better our future by preserving our past« said Prof. Sedlbauer, Director of Fraunhofer IBP.

For more information, please visit: www.save-pompeii.org

Building physics is one of the keys to a successful building project. The **Fraunhofer Institute for Building Physics IBP** focuses its work on research, development, testing, demonstration and consulting in the various fields of building physics. These include noise control and sound insulation in buildings, the optimization of auditoria acoustics and solutions for improving energy efficiency and optimizing lighting technology. Fraunhofer IBP's work also covers issues of climate control and the indoor environment, hygiene and health protection, building material emissions, weatherproofing and protection against heat and moisture, preservation of building structures and the conservation of historic monuments.

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