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Duke Energy CEO a featured speaker at KEMA Utility of the Future leadership forum 2010

Jim Rogers to offer insight into balancing business and technology for sustainable energy supply and delivery, innovations in utility strategy

BURLINGTON, Mass. (April 13, 2010) – Duke Energy Chairman and CEO, Jim Rogers will be a featured speaker at KEMA's third annual Utility of the Future [Leadership Forum](#), "Strategic Choices – Striking Equilibrium." Rogers will join energy and utility industry CEOs in sharing their insights on strategy and challenges to engage customers and achieve a sustainable energy supply at the KEMA event, being held June 23 – 25, 2010 at The Four Seasons, Washington D.C.

Duke Energy has been at the forefront of redefining utility strategy, management and operations to balance reliability, sustainability and performance objectives. The Fortune 500 power company is implementing advanced two-way digital communications and renewable and energy efficiency technologies through its industry-leading smart grid program. Rogers will be participating on the utility [CEO panel](#) discussing balancing business and technology for sustainable energy supply and delivery. He also will present a keynote address on the key drivers transforming the energy and utility industry and their impact on the mission to provide energy that is affordable, reliable and clean.

"One of our industry's top challenges is defining the most efficient and environmentally sound way to meet our customers' growing demand for electricity over the next 10 to 15 years," Rogers said. "Emerging technologies in generation, transmission and distribution, and consumer end use are driving our smarter, more sustainable energy future forward. The challenge today is defining a utility future vision and road map that leverages energy technologies and navigates uncertainties in carbon and environment policies in capital-constrained markets."

KEMA's annual Utility of the Future [leadership series](#) is gathering industry executives, senior financial analysts, government officials and other utility stakeholders to discuss strategic directions in balancing changing customer expectations, technologies and environmental policies and regulations. Leaders and innovators across the energy industry will take part in discussions focused on customer engagement, investment strategy, regulatory policy and the state of carbon and environmental issues, and they will explore strategic views of what a sustainable, intelligent infrastructure will look like.

Senior executives are invited to join their peers in the Utility of the Future discussion to share ideas and discover opportunities to shape a more sustainable, reliable and profitable utility of the future. Throughout the event, forum participants will have high-level networking opportunities to share perspectives, collaborate and engage in dialogue. **To register, and for more information, visit:** www.kema.com/UtilityFuture2010.

About Duke Energy

Duke Energy is one of the largest electric power holding companies in the United States. Its regulated utility operations serve approximately 4 million customers located in five states in the Southeast and Midwest, representing a population of approximately 11 million people. Its commercial power and international business segments own and operate diverse power generation assets in North America and Latin America, including a growing portfolio of renewable energy assets in the United States.

Headquartered in Charlotte, N.C., Duke Energy is a Fortune 500 company traded on the New York Stock Exchange under the symbol DUK. More information about the company is available on the Internet at: www.duke-energy.com.



About KEMA

Founded in 1927, KEMA is a global provider of business and technical consulting, operational support, measurement and inspection, testing and certification for the energy and utility industry. With world headquarters in Arnhem, the Netherlands, KEMA employs more than 1,600 professionals globally with offices and representatives in more than 20 countries. KEMA's US subsidiary, KEMA Inc. is headquartered in Burlington, Mass. and serves energy clients throughout the Americas and Caribbean.

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