



CONTINENTAL RESOURCES, INC.

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IMMEDIATE RELEASE

Continental Resources Offers the *Economics of E-Consumption* Assessment Guide

Bedford, MA—October 28, 2008—Continental Resources recently announced the availability of the *Economics of E-Consumption*, a 20 page executive self-assessment guide with four sections: power, cooling, virtualization and space. The guide helps companies evaluate the impact of energy waste in their datacenters. It also helps develop a profile of their current energy situation. Each section has a multiple choice format including a scoring key that evaluates the respondent's datacenter efficiency. Print and electronic versions of the guide are available by request at www.economical-guide.com.

Continental Resources works with its technology partners to develop energy management strategies using virtualization and storage and server consolidation. In addition to developing the *Economics of E-consumption*, Continental Resources has dedicated a portal to providing news, tips and information on the latest in green information technology. The *Best of ... ECO-nomical* microsite offers white papers, case studies, a savings calculator as well as articles on the benefits of implementing more efficient IT infrastructures.

“According to IDC, by 2010 for every dollar spent on server hardware, 70 cents will be spent on power and cooling,” said Jim McCann Jr., President. “We need to think in terms of bottom-line efficiency which means changing the way datacenters are structured. Every change makes a difference. For example, virtualization can boost server utilization up to as much as 60%—allowing companies to leverage resources far more effectively. Continental Resources is committed to giving its customers the necessary tools to have more energy-efficient datacenter infrastructures.”

About Continental Resources, Inc. (CRI)

With over 45 years of industry experience, CRI is among the most established technology solutions providers. Building on a significant network of relationships with elite technology providers, CRI configures, integrates, and supports servers, storage, networking solutions, VOIP, datacenter and other infrastructure solutions to business, government and academia. A breadth of resources combines with experience to maximize the ROI on technology investments for businesses nationwide.

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