

## Peabody Energy (NYSE: BTU) Launches New Information Campaign for Coal

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A new information campaign sponsored by Peabody Energy puts the spotlight on coal as America's 21st Century energy source that can be converted into clean electricity, natural gas, transportation fuels and even hydrogen.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20051129/CGTU016> )

"Yeah, Coal Can Do That." That's the tagline of a new campaign sponsored by Peabody Energy, the world's largest private-sector coal company. Under the headline: "Energy for the 21st Century," the campaign points out the many coal conversion technologies that can improve U.S. energy costs and reduce reliance on foreign oil and liquefied natural gas. Other themes include abundance, affordability and clean use.

"Coal is the essential energy source of the 21st Century," said Gregory H. Boyce, President and Chief Executive Officer Elect of Peabody Energy. "Coal is the fastest growing fuel in the world. The United States has more coal than any other nation. And 'Btu Conversion' technologies can transform coal into clean electricity, natural gas, diesel and jet fuels, and hydrogen to power fuel cells. Simply put, if America has the will to be one of the great energy centers of the world, we have the resources right beneath our feet."

Starting today and continuing into 2006, Peabody will be placing its informational messages in publications including The Wall Street Journal, Washington Post, New York Times, Financial Times, Boston Globe, Houston Chronicle, Time, Newsweek, Business Week, Fortune, Roll Call, The Hill, National Journal/Congressional Daily, Weekly Standard and the New Republic, along with online messages.

To further discuss coal's versatility and ability to meet growing U.S. energy needs, Peabody has launched CoalCanDoThat.com. The website includes information about coal's growing role in clean electricity, coal-to-gas, coal- to-liquids and hydrogen.

A national public opinion poll conducted this fall by the Washington-based research firm Penn Schoen & Berland shows that, when the facts about coal are shared with Americans, approximately three of four agree that "Coal is clean thanks to new technologies" and "U.S. coal is essential to our energy security."

At a time when Americans face scarce supplies, soaring prices and increasing foreign reliance for natural gas and oil, the benefits of U.S. coal are many:

Coal is Abundant ... accounting for nearly 90% of U.S. fossil energy reserves.

Coal is Inexpensive ... with average costs less than one-fifth of oil or natural gas.

Coal is Versatile ... Coal fuels more than 50% of U.S. electricity, and today's technologies can turn coal into natural gas, transportation fuels and even hydrogen.

Coal is Environmentally Friendly ... Coal's environmental profile continues to improve, toward an ultimate goal of near-zero emissions from coal. While coal used for electric power has tripled since 1970, emissions have dropped to one-third.

Peabody has a number of Btu Conversion investments in the pipeline, including several major advanced combustion electricity generation projects, a purchase of up to a 30 percent interest in a company with a proprietary coal- to-synthetic-gas technology, and an agreement to advance development of one of the largest coal-to-natural-gas projects in the United States.

Peabody also is a founding member of the FutureGen Industrial Alliance - a coalition of global electric utilities and coal companies from four continents that plan to develop the world's first coal-fueled electricity generating plant to produce hydrogen, achieve near-zero emissions and sequester carbon dioxide.

Peabody Energy is the world's largest private-sector coal company, with 2004 sales of 227 million tons of coal and \$3.6 billion in revenues. Its coal products fuel more than 10 percent of all U.S. electricity generation and 3 percent of worldwide electricity.

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