

Peabody Energy Earns Marketing Campaign of the Year Award at Global Energy Awards

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An international panel of judges has presented Peabody Energy with the Marketing Campaign of the Year Award at the 11th Annual Global Energy Awards in New York City.

The Marketing Campaign of the Year salutes Peabody's innovative "Coal Can Do That" information campaign, which communicates a vision for America's energy future that advances energy security, economic growth and environmental solutions.

"This Global Energy Award recognizes Peabody's leadership in educating the public about coal's abundant, low-cost nature, as well as the growing role of carbon capture in a low-carbon future," said Gregory H. Boyce, Peabody Energy Chairman and Chief Executive Officer. "Coal is the fastest-growing fuel in the world and the source of half of America's power, and carbon capture and storage is essential to a 'Green Coal' future. Peabody is a leader in clean coal solutions, and education is an important part of these solutions."

In recognizing the company, the award sponsors stated: "Using an electronic communications platform, 'Coal Can Do That' serves as a virtual think tank, advancing intellectual capital around coal-fueled energy. The program employs multiple channels to deliver its messages, including direct stakeholder contact, earned media, interactive web, social media and innovative advertising."

Peabody is the only energy company in the world to have won Global Energy Awards for five different years. In 2008 Peabody was honored with the Award of Excellence for industry leadership and the Strategic Energy Investment of the Year Award. Peabody has been named Coal Company of the Year three times since the Global Energy Awards were established and has been a finalist 33 times, demonstrating leadership in multiple categories.

The Global Energy Awards recognize innovation, leadership and superior performance in more than a dozen categories. Honorees are selected from nearly 200 entrants by a global panel of energy leaders, including former regulators, heads of major energy companies, leading academics and international energy experts.

The 2009 honors accentuate more than 30 awards for corporate and financial leadership, safety, and environmental honors that Peabody earned in the past year.

Peabody Energy is the world's largest private-sector coal company, with 2008 sales of 255 million tons and \$6.6 billion in revenues. Its coal products fuel 10 percent of all U.S. electricity generation and 2 percent of worldwide electricity.

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