

DRAM

DEMAND RESPONSE *and* ADVANCED METERING Coalition

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IBM, Orion Energy Systems, Site Controls, Eka Systems, Direct Energy, Tendril and Ziphany Join Demand Response Industry Effort

WASHINGTON, July 28, 2008 -- The Demand Response and Advanced Metering Coalition (DRAM) announced today that several companies have joined the organization to help it expand its outreach and education efforts.

The DRAM Coalition is the trade association for the demand response industry. It includes as members the leading companies providing technologies and services in the area of demand response and its enabling technologies and services.

The new members are Eka Systems, Direct Energy, IBM Corporation, Orion Energy Systems, Site Controls Energy Services, Tendril and Ziphany.

Frank Magnotti, President and COO of Converge's Alternative Energy Resources Group and Chairman of DRAM welcomed the new members. "We are pleased to have these new companies come aboard," said Magnotti. "They are all leaders in their respective business areas and have become major players in the demand response space. We look forward to these leaders helping DRAM in its mission to educate policy makers, utilities, the media and stakeholders on all aspects of demand response."

Eric Dresselhuys, Vice President of Marketing for Silver Springs Networks, and Vice-Chairman of DRAM, noted the new members as evidence of the growing diversity of the demand response industry. "There are increasingly more players in the demand response space, with either demand response as their primary business model or as a new business area added to their portfolio of offerings," said Dresselhuys. "We are seeing companies from the information technology and smart grid sectors, as well as the traditional energy efficiency area, join DRAM and support its efforts to help grow the demand response industry and deliver the unique value demand response can provide in addressing the challenges facing the electricity industry and its customers."

Eka Systems is a global manufacturer and supplier of wireless, self-managing, self-healing Smart Network and Smart Grid networking solutions that enable utility companies to create efficient, flexible and highly scalable AMI, AMR, and Distribution Automation solutions while simultaneously enhancing overall customer satisfaction.

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Direct Energy is one of North America's largest energy and energy-related services providers with over 5 million residential and commercial customer relationships. As a demand response service provider, Direct Energy engages energy consumers in activities that reduce strains or prevent failure of the electricity grid by delivering load reductions while helping energy customers improve their overall energy efficiency.

IBM is a globally integrated enterprise that targets the intersection of technology and effective business. Drawing upon the world's leading systems, software, services and research capabilities, the company's Global Energy and Utilities business seeks to be a partner in its clients' success by enabling their own capacity for distinctive innovation, operational efficiency and customer service.

Orion Energy Systems Inc. is a leading power technology enterprise that designs, manufactures and implements energy management systems, consisting primarily of high-performance, energy-efficient lighting systems, controls and related services for commercial and industrial customers.

Site Controls Energy Services provides the necessary link between commercial and industrial customers and their utilities by offering fully automated enterprise-wide demand response solutions combined with energy efficiency technology and services. The company's solutions incorporate energy efficiency, demand response services, renewables balancing, and corporate social responsibility.

Tendril enables true 21st century energy efficiency by establishing a dialog between consumers and their energy providers. Tendril provides an open, extensible and standards-based residential energy management system (REMS) that seamlessly connects "smart" consumer devices (like thermostats and outlets) to existing utility back office applications and rich consumer portals, allowing consumers and energy companies to communicate, collaborate and create.

Ziphany is a private, independent technology services provider to the energy industry. It provides scalable, comprehensive solutions on proven platforms to demand response providers to equip them with the information and tools needed to grow their businesses.

Members of the DRAM Coalition include: Aclara, Cellnet + Hunt, Comverge, Direct Energy, Eka Systems, Elster Electricity, eMeter, EnergySolve, EnerNOC, IBM, Ice Energy, Itron, Landis + Gyr, Orion Energy Systems, Sensus Metering Systems, Silver Spring Networks, Site Controls Energy Services, SmartSynch, Tendril, Trilliant Networks, and Ziphany.

For more information, go to www.dramcoalition.org.

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