



CPower Fact Sheet

CPower collaborates closely with energy end-user clients, business partners, utilities and grid operators to maximize the value of their energy reduction efforts and investments.

CPower at a Glance

- Founded in 2000 (founded as ConsumerPowerline, rebranded CPower in September 2008)
- One of the largest and most experienced demand response providers in North America
 - As of May 2009, approximately 2,400MW of electric load under management, with 700MW of managed curtailment
 - 75 million square feet of commercial, industrial, and institutional properties
 - Over 120,000 residential units
- Approximately 80 employees as of May 2009
- Active participant in the New York, New England, Mid-Atlantic (PJM), Texas (ERCOT), California and Ontario energy markets
- Headquartered in New York, with office locations in Connecticut, Massachusetts, Pennsylvania, Texas, California, and Ontario
- Over 60 certified business partners providing joint sales, marketing and/or fulfillment in tight integration with CPower

Commitment to Clients and Partners

- **Collaborate:** Collaboration is the keystone of CPower's business. CPower forges close relationships with its clients to ensure energy management initiatives are aligned with business needs and that clients are receiving the insights, expertise, and results to make them leaders in energy management and environmental sustainability. CPower also works closely with both its clients' energy services providers and business partners to ensure clients' energy reduction efforts are being supported and advanced on all possible fronts. CPower leverages these relationships to partner with utilities and grid operators to help meet their reliability objectives. Through CPower's commitment to collaboration, the company strives to build and support the widest and deepest client and partner community.
- **Streamline:** Most energy reduction programs are complex, time consuming and localized. CPower provides its clients and partners a streamlined approach that reduces the burden on in-house staff while paying for itself via market revenues. CPower develops energy reduction plans, and then manages every phase of client participation—from internal training and implementation through verification, performance analysis and payment processing. The company executes best-in-class business processes through its innovative technological and operational platform to provide clients and partners the most efficient and effective means to optimize their energy use and maximize the revenue that can be generated from strategically timed energy reduction efforts.
- **Monetize:** All of CPower's services, technologies and partnerships have been created to generate revenue for clients. The company leverages its full breadth of resources to maximize the financial benefits of clients' energy reduction efforts. In addition, CPower regularly invests in thought leadership, market advocacy, innovative technologies and streamlined processes to ensure that clients are fully capitalizing on their energy reduction potential.

CPower Services

- Demand Response
 - Capacity/Reliability
 - Price Response
 - Reserves
 - Regulation
- Energy Efficiency
 - Incentive Programs
 - Other Demand Resources (ODR)
 - Energy Efficiency Credits (White Certificates)
- Peak Load Management
- Renewable Credits

CPower Client Services and Solutions

- **CPower Metering:** An advanced metering solution designed in a simplified and easy-to-use platform that enables companies to track their energy usage. CPower metering can also support additional monitoring points to ensure indoor air quality, HVAC machine health and predictive maintenance.
- **CPowerPortal:** A web-based, energy management portal providing clients 24/7 access to their facility's energy usage data, including the information needed to manage and reduce energy consumption and boost their bottom line.
- **CPower Remote Operations Center:** Monitors the performance of clients' loads and communicates with utility and grid operators to respond to energy curtailment events. The CPower Remote Operations Center is staffed by technical experts who are knowledgeable about every client load and can diagnose and solve electrical issues remotely.

Select Clients

CPower currently represents more than 3,000 sites, spanning the major energy markets of New York, New England, the Mid-Atlantic region, Texas, California, and Ontario.

- **Industrial:** CPower has established a leadership position in the industrial sector, especially among medium to large industrial companies. CPower manages more than 100 industrial facilities with clients ranging in size from 100kW to 150MW and from fully automated remote locations to facilities with 24/7-staffed control desks.
- **Commercial:** CPower is a leading energy management provider in the commercial sector with clients representing a who's who of commercial real estate. CPower has extensive experience working with commercial clients to identify and recommended energy reduction measures that do not impact tenant comfort. In working with CPower, clients are increasing the value of their building assets and becoming greener buildings.
- **Retail:** CPower has extensive experience in the retail industry, which enhances the company's ability to offer retailers the expertise and services needed to deliver highly flexible and lucrative energy management programs across hundreds of retail locations. The company's retail clients include the top three broadline retailers in North America.
- **Institutional:** CPower has a large and diverse portfolio of institutional clients, spanning state and local government, health care and education. For its institutional clients, CPower currently delivers energy management programs to a variety of major institutional facilities representing 25 million square feet. Many of the company's institutional clients have earned awards for their energy reduction achievements.
- **Residential:** CPower is a dominant provider of energy management solutions to the multi-family residential sector. The company's residential clients include more than 120,000 units and represent some of the largest residential complexes and property management firms in North America.

Milestones

- **May 5, 2009:** Spartech selects CPower to support corporate sustainability efforts, committing to curtail up to 10MW of electricity capacity across 10 facilities throughout the United States.
- **April 28, 2009:** CPower secures more than \$10 Million in Series B round of financing, signaling growing confidence in CPower success with clients and business partners in energy management.
- **April 8, 2009:** CPower wins contract with Major Maryland utilities - Allegheny Power, Potomac Electric Power Company (PEPCO) and Delmarva Power and Light Company - to provide demand response capacity in times of peak energy demand for the 2011- 2016 time period.
- **March 30, 2009:** Lafarge North America selects CPower to manage its participation in the demand response reserves program, contributing up to 15MW of electricity during real-time power system emergencies. Lafarge is projected to earn as much as 10% back on its cost of electricity by participating.
- **March 23, 2009:** Middlesex Regional Educational Services Commission (MRESC) enlists CPower to manage school districts' energy consumption, enabling schools to earn new source of revenue by saving electricity.
- **January 2009:** CPower more than doubles its revenue in 2008, new energy efficiency programs, acquisition and expanded footprint help drive exponential growth.
- **December 2008:** CPower enters into demand response master agreement with Defense Energy Support Center (DESC).
- **September 2008:** Rebranded the company as "CPower," accelerating its continued direction in delivering targeted energy management services and solutions that enable companies to monetize their energy assets through strategic reduction initiatives.
- **September 2008:** Announced the acquisition of Demand Direct LLC, a company that specializes in energy management program sales to large clients in New England. This deal has strengthened the company's presence in the New England area as well as broadened the scope of programs the company offers.
- **August 2008:** Inked a deal with Marcal Manufacturing to provide energy management solutions that will help with the curtailment of over 18MW of energy spread across 15 buildings on Marcal's New Jersey campus.
- **June 2008:** Selected by Central Vermont Public Service (CVPS) as its exclusive provider of demand response solutions for consumers in the areas affected by the Coolidge Connector project.
- **May 2008:** Recognized by the Peak Load Management Alliance for outstanding achievement by an institutional end-user (NYU Hospitals Center) for its participation in New York-based demand response programs. The campus has a total of nearly 3 million square feet with nearly 2MW of demand response capability.
- **April 2008:** Won a contract with the Ontario Power Authority (OPA) to deliver up to 25MW for five years to reduce stress on the grid during critical times and to alleviate the need to generate new power to meet demand.
- **March 2008:** Won a competitive demand response contract with Southern California Energy to provide demand response capability to help reduce electricity demand during peak demand days.
- **February 26, 2008:** Helped with the curtailment of power consumption when an electric emergency caused the Texas power grid to experience a sudden frequency decline. The solution was implemented by Electric Reliability Council of Texas (ERCOT) during the procedures to restore the load balance, ultimately supporting the prevention of a statewide blackout.
- **January 2008:** Announced the acquisition of Xtend Energy, a provider of rapid response services to industrial, commercial, and retail customers. The acquisition joins two complementary energy asset management companies with proven records of driving increased energy efficiency and millions in savings for industrial, commercial, retail, and large residential customers.