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Press Release

For Immediate Release

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St. Paul software start-up expands marketing staff

Plans to market their MYMETER™ consumer energy information and tracking system nationally

(May 6, 2010, St. Paul, MN) St. Paul, Minnesota-based Accelerated Innovations announced today the hiring of a Regional Sales Manager to lead a marketing expansion of their online energy information software MYMETER™.

Rick Jasperson, Accelerated Innovations' CFO said Jason Ball, most recently an account executive at the Bloomington, Minnesota office of Robert Half Technology, will guide the company's efforts to market the MYMETER™ product to utilities in the South and Southeastern regions of the United States. "This is the first step in a long-term plan to increase market share across the country," Jasperson said. Jasperson added that the company expects to bring on additional marketing staff in the third quarter of this year.

Scott Revenig, the company's Business Development Manager said after a two year development period the software development and consulting company started selling the MYMETER™ product in the last quarter of 2009 and have sold the Smart Grid tool to eight utilities, all located in Minnesota or South Dakota.

The MYMETER™ product is a Web based Software as a Service (SaaS) that translates complex consumption, weather and billing data into an intuitive graphical format that is available at no charge to customers from a utilities website. The program provides critical energy usage information to allow business and residential customers to manage and reduce energy costs.

"What's exciting about this product," says Revenig, "is it gives the consumer the opportunity to view, track and adjust how much electricity they are actually using in near-real time—and that's a realization that is most likely to lead someone to take action toward conservation."

Ball, who previous to his experience at Robert Half Technology served as Manager of Internet Services for the Minnesota Wild, is a graduate of the University of Minnesota.

