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Press Release

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St. Paul Software Development Start-up Gets National Recognition for Energy Efficiency

MYMETER™ energy information system lets consumers see energy use in near real time

(St. Paul, MN) A product developed by Accelerated Innovations, a St. Paul-based software development and consulting company, received national recognition yesterday when the National Rural Electric Cooperative Association (NRECA) awarded Minnesota's Wright-Hennepin Cooperative Electric Association the Association's National Community Service Award for Energy Efficiency.

Mark Vogt, Wright-Hennepin CEO, said the award was based on the Cooperative's successful efforts to provide better customer service and energy conservation opportunities through the use of a software program developed with Wright-Hennepin by Josh Headlee, Chief Technology Officer of Accelerated Innovations.

Headlee's MYMETER™ is a Web-based program built on the Software as a Service (SaaS) model, hosted by Accelerated Innovations and accessed via a utility's website. The service, provided free to the utility's customers, makes critical energy usage information available at anytime and has the ability to use Automated Meter data as a customer service tool.

By providing energy consumers a quick and easy way to monitor their electrical energy use whenever they want and in near real time, hourly, daily or monthly basis, MYMETER™ is a significant smart grid tool to engage customers in an effort to conserve energy. The program translates complex consumption, weather, and billing data into an intuitive graphical format; provides two years of usage data saved on the system; enables consumers to compare day to day, week to week or yearly consumption; and allows for usage comparisons with groups of users in a consumer's neighborhood, or to the entire utility.

In addition, MYMETER™ incorporates an "Energy Challenge" function to encourage positive action toward energy conservation and features the ability to set "markers" on daily consumption graphs to allow for continuous monitoring of usage trends. These markers can indicate the installation of new electrical appliances, LED light bulbs, permanent setting

changes in thermostats controlling hot water heaters or air conditioners, and numerous other efficiency upgrades.

A Brainerd, Minnesota native, Headlee, who began developing a similar product with the Crow Wing Electrical Cooperative as early as 2004, later teamed with Wright-Hennepin in 2008 to create a more sophisticated energy tracking system. “In the Wright-Hennepin experience,” Headlee said, “the product proved to be a key factor in efforts to conserve energy as well as a very effective customer service tool.” Based on the Wright-Hennepin success, Headlee sought investors to start Accelerated Innovations and market **MYMETER™** and other software products currently under development.

Headlee said Accelerated Innovations has recently sold the system to three additional cooperative in Minnesota this year and expects “several more sales in Minnesota, Iowa and Wisconsin in the next few weeks.” Headlee added that the company expects begin marketing **MYMETER™** nationally in the second quarter of this year.

In a press release issued by the NRECA, F.E. “Wally” Wolski, president of the NRECA Board of Directors said: “Wright-Hennepin ECA’s energy efficiency program shows how the cooperative business model can drive innovation. The co-op did not set out just to be an innovator – the co-op set out to improve service for consumer-members and ended up creating an innovative program that boosted their ACSI customer satisfaction rating to a record score of 91.”

The award was presented to Wright-Hennepin’s VP of Customer Service, Sales and Marketing, Sonja Bogart, on Monday at NRECA’s 2010 Annual Meeting in Atlanta, Georgia.

The National Rural Electric Cooperative Association is the national service organization that represents the nation’s more than 900 private, not-for-profit, consumer-owned electric cooperatives, which provide service to 42 million people in 47 states.

This past November, the Wright-Hennepin/**MYMETER™** project was a second place winner of Chartwell’s “2009 Customer Service Award”. Based in Atlanta, Chartwell Inc. is a specialized information provider that facilitates knowledge exchange among utility professionals responsible for management practices and technology solutions.



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To view a video highlighting the MYMETER™ experience with testimonials from actual users who tell of their energy savings go to:

<http://www.nreca.coop/eprise/main/NRECA/Multimedia/Pages/CSAAwards/2010EnergyEfficiency/Wright-HennepinCooperative.htm>