

CONSUMERPOWERLINE ANNOUNCES APPOINTMENT OF NEW CHIEF EXECUTIVE OFFICER

*SAP Veteran Gary Fromer to Drive ConsumerPowerline's Growth as
One of the Country's Largest Energy Management Providers*

NEW YORK, Nov. 15, 2007 – ConsumerPowerline (www.consumerpowerline.com), a leading strategic energy asset management firm, today announced the appointment of Gary D. Fromer to the position of chief executive officer. Fromer will assume leadership responsibilities for the company, including the advancement of its service portfolio and its continuing expansion plans. He takes the reins from the company's founder, Mike Gordon, who will transition to the role of chief strategy officer and remain a member of ConsumerPowerline's Board of Directors.

ConsumerPowerline, whose marketplace innovations have produced millions in energy savings for its industrial, commercial and residential customers, recently announced the completion of its first outside investment round of \$17 million by Expansion Capital Partners, Bessemer Venture Partners, Schneider Electric Ventures, the New York City Investment Fund and Vantania Holdings.

Fromer joins ConsumerPowerline from SAP America, Inc., where he served in multiple senior leadership roles over the past decade, most recently as senior vice president of SAP's Managed Services business in the Americas, a business he led from its infancy to a recognized market leader. His senior leadership experience includes proven capabilities in building large-scale sales, marketing and business operations to support a wide range of customer segments.

“ConsumerPowerline is the recognized thought leader in the energy management market. The company plays a significant role in supporting the stability of the electricity grid in our nation's largest energy markets, and has helped make demand response a widely accepted critical step in conserving energy and protecting the environment. As a result, ConsumerPowerline is in a position to deliver unique value to our customers and business partners, making a meaningful difference on how our customers manage energy. I am very excited about our opportunity to provide real impact to a fast-growing portfolio of customer and business partners in a wide range of market segments and geographies,” said Fromer.

“Demand response is a vital component in the country's electrical future; it is sustainable, lucrative and green, and creates opportunities to deploy permanent energy efficiency programs for the end-user. ConsumerPowerline has been a visionary company in the energy management market,

founded and nurtured under the leadership of Mike Gordon, one of the country's leading energy strategists. With the recent \$17 million funding and the company's entry into new markets, the board believes that now is the time to bring in an experienced chief executive who can take the company to the next level of growth," said Diana Propper, member of ConsumerPowerline's board of directors and general partner of Expansion Capital Partners.

Propper continued, "After an extensive search for the right leader, we determined that Gary Fromer is the best fit to lead ConsumerPowerline as it solidifies its position as one of the leading energy management providers in the United States. His unique combination of vision, strategic thinking and management expertise makes him the ideal person for the job. We believe Gary's impressive track-record of growing several complex businesses at SAP, along with his intimate knowledge of how to leverage technology-based solutions and services, will blend perfectly with ConsumerPowerline, and strengthen its place in the market."

Mike Gordon, ConsumerPowerline founder said, "Gary's entry allows me to focus on what I'm good at. I generate ideas related to how free energy markets should be structured to create value for our clients and for our society. I look at current market structures and generate product and partnership ideas that provide value for our clients and for our society. I'll now get to do these things all day, every day, generating more value for our clients and for our firm."

For the past decade, Fromer worked in various executive roles at SAP, the world's leading provider of business software, in positions that also included Senior Vice President, Small/Midsize Business, SAP America, Inc., Chief Strategy Officer, SAP Markets, Inc. and Vice President, New Business and Partner Solutions, SAP America, Inc. Prior to his tenure at SAP, Fromer served at Unisys Corporation. Fromer received his undergraduate degrees from the University of Pennsylvania's Wharton School of Business and a law degree from Columbia University School of Law.

About ConsumerPowerline

ConsumerPowerline (www.consumerpowerline.com) is a full-service strategic energy asset management firm with a proven track record of helping its clients, large energy users, uncover hidden market revenues and cost savings opportunities available with their facility assets. ConsumerPowerline is one of the largest non-utility providers of demand response solutions in the world.

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