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**POWERIT SOLUTIONS NOW CONTROLS AN ESTIMATED 30 PERCENT
OF CALIFORNIA'S AUTOMATED DEMAND RESPONSE CAPACITY**

The International Cleantech Company Manages 536 Megawatts in North America

(SEATTLE, January 20, 2012) -- Powerit Solutions' Spara energy management system now controls an estimated 30 percent of California's automated demand response (Auto-DR) capacity—the result of Powerit's work to make OpenADR a viable option for businesses. Beyond California, the international cleantech company's technology is managing an estimated 536 megawatts of electrical load in North America using the full range of energy management strategies it enables, which include demand control, dynamic pricing optimization, and energy efficiency as well as DR.

According to the [OpenADR Alliance](#), the California ISO estimates that the Golden State's OpenADR capacity reached 200 megawatts by the end of 2011. [Powerit Solutions](#) estimates that it's currently managing almost a third of this load, some 61 megawatts.

Says Powerit Solutions CEO Kevin Klustner, "Powerit's technology helps customers manage their energy costs significantly. DR is one strategy for lowering electricity costs and achieving corporate sustainability goals, and it's being done to great effect in California. Shaving off peak power use through demand control and demand response reduces stress on the grid and helps alleviate the need to build new power plants."

California's Dynamic DR Market & Powerit Solutions

In 2010, energy technology providers were racing to hook businesses up to the smart grid using the OpenADR (automated demand response) standard while Powerit had already crossed the finish line. ([See company press release.](#)) As a member of a Lawrence Berkeley National Laboratory (Berkeley Lab) working group, the Seattle-based company helped Berkeley Lab develop OpenADR. In 2009, Powerit's cutting-edge work in the field was first recognized when Berkeley Lab nominated Powerit for a Connectivity Week Buildy Award, which the company won for its work implementing automated DR technology [for Amy's Kitchen](#).

Since then, about 25 businesses in California have begun using Powerit's smart grid technology to take advantage of the state's incentives and cash in on DR programs, including Auto-DR programs which rely on the OpenADR standard.

In addition to Amy's Kitchen, other Powerit clients in California include Accurate Steel Heating, [Anchor Warehouse Services](#), Bentley Prince Street, [Del Mar Food Products](#), [Four Star Fruit](#), and [Mission Produce](#). These businesses participate in demand response and many of them take advantage of other Spara-enabled energy management strategies that make fine-tuned changes in loads to save money and reduce a company's carbon footprint.

Powerit's Energy Footprint: 536 Megawatts Total in North America

Powerit Solutions' footprint is growing not only in California but also across the U.S. and beyond. Powerit now helps 20 percent of the nation's largest foundries control their energy costs. And throughout North America, the company's technology manages an estimated 536 megawatts of electrical load using its full range of load management strategies. One megawatt powers about 750 single-family homes at once, according to the California ISO.

About Powerit Solutions

Powerit Solutions is a Seattle-based international cleantech company that plugs energy-intensive businesses into the smart grid. Powerit's Spara technology enables users to automatically increase energy efficiency, cut peak-rate usage, participate in demand response programs, and respond to dynamic pricing advantageously—without compromising quality, production, or comfort. For more information, visit the [Powerit Solutions website](#).

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