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## **Efficient Energy America Launches Commercial Efficient Energy Pilot Program at Touchstone Energy Cooperatives NET 2011 Conference**

*Electric co-op member companies can sign up at the conference to provide commercial customers with lower energy costs and emissions*

**Wilmington, N.C. – Jan. 31, 2011** – [Efficient Energy America, Inc.](#), an emerging leader in intelligent Smart Grid efficiency technology, is making its debut at Touchstone Energy Cooperatives' New and Emerging Technologies Conference ([NET 2011](#)) in New Orleans this week. Beginning with an E2America-hosted welcome cocktail reception Monday evening, the company will launch its new Commercial Efficient Energy Pilot Program for Touchstone Energy Cooperatives' member cooperatives nationwide. Touchstone Energy represents a nationwide alliance of more than 720 local, consumer-owned electric cooperatives in 46 states serving more than 2.5 million commercial customers.

E2America's patented, automated, self-refining, wireless, retrofit systems are installed in leading restaurant and retail chains, as well as other commercial buildings across the Southeast. The E2America system reduces the kilowatt-hour (KWh) usage and peak demand of each facility through management of the HVAC equipment, which draws the heaviest electrical loads. Each E2America solution is custom designed and built for that particular application. The typical implementation yields ROI in 24 to 30 months, which is much faster than sustainable energy technology.

The E2America Commercial Efficient Energy Pilot Program is designed specifically for electric co-ops nationwide. GreenCo Solutions, Inc., owned by the majority of North Carolina's electric cooperatives, and E2America are implementing the program with

more than a dozen GreenCo member cooperatives, serving commercial customers across the state. The pilot program is intended to help GreenCo members meet their energy efficiency goals in a comprehensive, balanced and collaborative manner.

“E2America is excited about working with our valued partners, Touchstone Energy and GreenCo Solutions, to bring the pilot program full circle for members of both organizations during such an important industry event,” said Dara O’Neill, E2America CEO. “Our technology has proven to be the perfect fit for electric cooperatives committed to helping companies reduce energy costs and emissions. We look forward to joining with cooperatives nationwide to help drive these important initiatives.”

According to Tim Bennett, GreenCo Solutions vice president of business operations, “This partnership is well-aligned because E2America offers the technology and expertise that will support our members’ initiatives to provide their commercial customers with the programs needed to manage their energy costs and meet their efficiency objectives. We were impressed with E2America and with the technology, so we wanted to see it in action.”

#### **About NET 2011 Conference**

The NET is Touchstone Energy Cooperatives’ premiere business-to-business conference and brings together national, regional, and local energy managers with key account, marketing & member services, engineering and other energy services professionals from co-ops around the country. The Touchstone Energy brand represents a nationwide alliance consisting of more than 700 local, consumer-owned electric cooperatives in 46 states that collectively deliver power and energy solutions to more than 40 million members every day over 75 percent of the U.S. land mass. For more information, visit [www.touchstoneenergy.com](http://www.touchstoneenergy.com).

#### **About GreenCo Solutions, Inc.**

GreenCo Solutions, Inc. is a member-owned organization created in 2008 to help 22 electric cooperatives in North Carolina define and achieve their renewable energy and energy efficiency goals. For more information, visit [www.greencosolutions.net](http://www.greencosolutions.net).

**About E2America**

E2America manufactures and distributes its intelligent HVAC Control and Optimization System that reduces energy costs for commercial enterprises. The company's technology, installed in leading restaurant and retail chains, as well as other buildings across the Southeast, is proven to deliver significant savings in electricity costs, usage and carbon emissions. E2America strategic partners include AT&T, Touchstone Energy Cooperatives, Progress Energy, Duke Energy and GreenCo Solutions, Inc. The company is headquartered in North Carolina. For more information, visit [www.e2america.com](http://www.e2america.com).

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