



For Immediate Release

## **E SOURCE Launches Intelligent Grid Service for Utilities** **New Research and Advisory Service** **Focuses on Advanced Metering and Grid Solutions**

BOULDER, CO, May 1, 2008—E SOURCE today announced the June launch of the *E SOURCE Intelligent Grid Service*, introducing advanced metering and smart grid research and advisory solutions to its utility-focused offerings. This new service is designed to make it easier for utilities to implement intelligent grid projects by providing guidance on business case development, technology selection, and project execution.

“Utilities are under great pressure to reduce load on the power grid and lower costs for their customers,” says E SOURCE Chief Executive Officer Ronald Gerrans. “In addition, legislators have mandated that electric utilities consider implementing advanced metering systems to increase efficiency. E SOURCE recognizes this immediate need that utilities have for understanding the trends, technologies, and problems related to implementing smart grid initiatives. We will help utilities with these needs by building on more than 20 years of delivering energy business intelligence to utilities and by putting this service under the leadership of Sandy Goodwin. She has more than 10 years of experience in all phases of advanced metering including leading the PECO Energy advanced metering initiative (AMI)—which is recognized as one of the few early success stories in the industry.”

E SOURCE will formally launch this new service at the beginning of June. “Smart Grid technologies are getting more and more attention at utilities,” says Goodwin, director at E SOURCE. “AMIs are no longer optional and executives realize they are needed to address the critical issues facing utilities today. By providing a timely, comprehensive intelligent grid service that includes best practice case studies, in-depth research, and executive roundtables, E SOURCE will help its customers find what they need, when they need it—to make better, faster decisions.”

More information on the *E SOURCE Intelligent Grid Service* is available at [www.esource.com](http://www.esource.com).

### **About E SOURCE**

E SOURCE has been providing leading-edge energy business intelligence to over 300 utilities and large energy users for more than 20 years. Our research analysts and consultants are among the best minds in the business, delivering significant and timely research that equips our customers with the right information at the right time to make better, faster decisions. We’re in the know—predicting and addressing trends, technologies, and problems related to energy efficiency, utility customer satisfaction, program design, marketing, customer management, and sustainability.

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