

## **Power Tagging Selected for Multiple Conferences that Showcase its Rapid Growth**

The Prestigious Venture Capital in the Rockies (VCIR) and the Highly Selective CleanTech Forum Choose Power Tagging to Present

BOULDER, CO, and SAN FRANCISCO, CA February 8, 2011– Power Tagging, a leading provider of next-generation Smart Grid communication technologies has been selected to present its business plan at the VCIR and the CleanTech Forum. The selection of Power Tagging follows a year of rapid growth and market traction. Power Tagging’s success is built on its focus on delivering Smart Grid solutions that deliver a strong rate of return for utilities, energy savings for consumers and flexibility for the future. Power Tagging has taken a fresh, unique approach to the smart grid as is evidenced by its support from large industry players.

By creating a platform for true grid intelligence, Power Tagging has enabled a host of applications, not technically possible, or financially feasible in the past. The company has developed a patent pending technology for tagging or fingerprinting energy on the power grid. This embedded grid intelligence provides foundational benefits for Smart Grid applications including Distribution Automation, Conservation Voltage Regulation, Demand Side Management and Fault Isolation and Resolution. In addition to a National Science Foundation (NSF) grant, Power Tagging previously raised \$5 million dollars in its “A” round of financing from large strategic investors.

“Power Tagging is expanding its investor base to support its rapidly growing market deployments and build out its solution partnerships and portfolio,” said John LoPorto, President and CEO. “Power Tagging is excited to bring new levels of grid intelligence to its utility customers and their consumers.”

To accelerate the migration to a Smart Grid, Power Tagging has successfully piloted its offering with four electric utilities. These utilities are seeking a Smart Grid without the need to capitalize a new, secondary communications network but rather, leverage the existing infrastructure to reduce the cost of deployment. Along with affordability, Power Tagging’s Grid Location Aware™ solutions bring a host of benefits that make the electric grid inherently smart.

“We are excited that Power Tagging Technologies will be presenting as part of our Entrepreneur Showcase. Their unique solution creatively addresses the challenges utilities face in controlling distribution resources and speaks directly to the convergence of cleantech and IT that we are seeing in the marketplace.” Sheeraz Haji, CEO of Cleantech Group.

### **About VCIR**

Venture Capital in the Rockies (VCIR) is the region’s oldest and best-attended venture capital conference and will hold its 28th annual VCIR Winter edition in Beaver Creek, Colorado in 2011. Along with the annual VCIR Fall conference, the two VCIR conferences encompass the premier venture investing conferences in the Rocky Mountain region and are among the most respected venture conferences in the country. Creating a dynamic marketplace for ideas and investment, both editions of VCIR invite 35 to 40 companies seeking investment to present to panels of venture investors, as well as an audience of other entrepreneurs, CEOs and professionals servicing the venture community. More information can be found at [www.vcirwinter.com](http://www.vcirwinter.com)

### **About Cleantech Group, LLC**

The Cleantech Group, the leading global research and advisory firm focused on cleantech innovation, pioneered the clean technology category in 2002. Today, it helps its clients make critical business decisions by providing the latest market intelligence through subscription-based research, custom advisory services, and global networking events. The company’s growing international client base includes global corporations, investors, entrepreneurs, governments, and service providers. Details are available at <http://www.cleantech.com>.