# Power Tagging Wins APEX Top Technology Product of the Year Award

*Momentum continues as Power Tagging receives acclaim for unique, innovative and cost effective solutions*

**Denver, CO —** July 14, 2011 — The Colorado Technology Association has announced Power Tagging as the "Technology Product of the Year" award winner from over 100 applicants. The prestigious award recognizes technically innovative solutions that solve real world problems in a manner that provides benefits to its customers. Power Tagging, a leading provider of solutions that enable Utilities to deliver energy efficiencies through intelligent grid management, has now garnered its second major award in the past 30 days. The Colorado Technology Association announced Power Tagging as the winner this week at its annual APEX award ceremony at the University of Denver.

"Power Tagging is taking a leading edge approach to managing the smart grid. They have been dedicated to improving the overall efficiency between energy providers and their end users," explained Su Hawk, President of the Colorado Technology Association. "They believe the Smart Grid can be achieved by delivering a strong rate of return for Utilities, energy savings for consumers, and flexibility for the future.  Their technology is amazing and truly deserving of this Award," she continued.

Power Tagging's unique Grid Location Awareness™ technology enables multiple Smart Grid applications that maximize electric Utilities' ability to manage their distribution grid. Recent on-grid demonstration projects continue Power Tagging's momentum as the future of Smart Grid communication. The technology provides a schematic, real-time view of the distribution grid. Power Tagging's foundational offerings enable Utilities to maximize energy efficiency while not changing the behavior of electricity consumers.

"It is exciting to be recognized by our peer community," said Steven Berens, Chief Marketing and Strategy Officer, Power Tagging. "The competition this year was extraordinary. The Colorado Technology Association's validation of our unique and innovative solution is inspirational to our entire team."


**About the Colorado Technology Association:**

The Colorado Technology Association is the technology industry leader in uniting and growing Colorado's information technology industry by providing advocacy, education, business connections, and information, while supporting economic development, unification of technology stakeholders, and larger recognition of the industry and the people involved to develop and promote Colorado's technology industry. Since 1994, the Association has been involved in legislative issues and

public policy to represent the information technology industry in Colorado, and has provided a number of annual programs, events and connections to support business success.  For more information on the Colorado Technology Association please call (303) 592-4070 or visit www.coloradotechnology.org

**APEX "Technology Product of the Year"** - This award is presented to the company whose technology-based product consistently delivers value. The product must demonstrate a high level of technical innovation and a sustained ability to survive in the marketplace. The winning product of the year will give its customers an exceptional return on investment, cost savings, or migration path for future enhancements.

## About Power Tagging

Power Tagging is the leader in next generation intelligent grid solutions for the 21st century. Power Tagging's solutions enable energy efficiency for Utilities that provide tangible and cost effect saving for Utilities and the customers they serve. Power Tagging's rapidly growing team is focused on delivering excellent solutions that fundamentally transform what is expected from the power grid. Power Tagging leverages its patent-pending technology that digitally injects "tags" into the flow of electric power to drive solutions in grid mapping, fault resolution, electric vehicle integration, demand side management and grid cyber security. By working with Utilities, the stewards of the power grid, Power Tagging solutions are ready for immediate adoption and maximum impact.