



"THE GENIUS OF SIMPLE"

Transformative Wave believes in the power of simplicity. We believe in uncomplicated, elegant answers that work, in ideas that are so perfect for their place and time that in retrospect they seem to be obvious. The genius of our technologies is not in their sophistication, but in their application and in the way they make us look at the status quo in a new light.

Snohomish PUD Customers Install Transformative Wave to Achieve Major Energy Savings

The utility recognizes the savings Advanced Rooftop HVAC Controls can bring to their Commercial and Industrial Customers.

Kent, WA, August 20, 2013 - Transformative Wave, developer of the recently patented **CATALYST**, North America's leading efficiency solution for constant volume HVAC systems, is excited to announce that many Snohomish PUD (SnoPUD) customers are tapping its technology to achieve major energy savings. SnoPUD is offering incentives for qualified customers who implement the **CATALYST** and other HVAC controls. Transformative Wave is working closely with SnoPUD to promote the program with its own internal staff and approved representatives in the region.

The **CATALYST** is a complete HVAC energy efficiency upgrade for existing constant volume HVAC systems. It is manufactured and shipped as an easy-to-install pre-wired kit that radically lowers the energy use and improves the performance of constant volume HVAC systems. The **CATALYST** has a proven track record of reducing overall energy use by 25%-40% in a cost-effective manner. Transformative Wave's eIQ Platform provides customers real-time interaction with **CATALYST**-equipped HVAC units for performance verification, fault alerts, remote set point adjustment and scheduling via a web interface.

Suzanne Frew, Manager EE Engineering, Snohomish PUD, stated, "We're excited to see these types of innovative energy efficiency solutions for commercial and industrial customers. As we look beyond lighting to the next level of energy conservation for commercial buildings, HVAC system upgrades hold great promise. We encourage our commercial and industrial customers that rely on constant volume HVAC systems to consider Advanced Rooftop HVAC controls. This program includes limited time increased incentives designed to promote market acceptance and launch a significant source of demand side energy reduction".

Danny Miller, President of Transformative Wave, adds, "Our work with Snohomish PUD and its customers demonstrates how serious they are about bringing breakthrough energy efficiency solutions like the **CATALYST** to their customers. Transformative Wave is responding with equal commitment by making Snohomish County a primary focus of our own local sales effort. We will dedicate whatever resources necessary to support this program. We have great partners in this region who are capable of responding to the needs of customers in a professional manner. With the help of our partners, we intend to reward SnoPUD with the energy reductions they are hoping for from our product. This program, with its increased financial incentives, will enable Snohomish County to show the rest of the Washington State that it is possible to go beyond lighting upgrades and showcase what can be accomplished with the **CATALYST** for commercial and industrial customers."

(more)



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About Transformative Wave

Transformative Wave is one of the country's leading energy efficiency innovators, developing and bringing to market a growing line of energy saving and environmentally responsible products and services. For more information, visit our website at www.transformativewave.com.

About Snohomish PUD

Snohomish County PUD is the second largest publicly owned utility in Washington. It serves over 320,000 electric customers and 20,000 water customers. The PUD service territory covers over 2,200 square miles, including all of Snohomish County and Camano Island.

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