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PRESS RELEASE

Editorial Press Release Published Feb 7th, 2018:

ESCOWare® Announces Name Change to **POWWR®**

ESCOWare®, the leading software-as-a-service, data, and analytics-platform for the retail energy industry, announced today that it has rebranded to POWWR®. The name change emphasizes the company's continued focus on expanding its software platform to be the premier energy data and analytics provider for the energy markets.

"We are absolutely pumped about our new brand! We are adding resources at a rapid pace in order to provide the best possible experience for our clients," said Michael Parrella, CEO of POWWR® (formerly ESCOWare®).

"The POWWR® brand allows us to be more competitive, expand our business globally and well beyond retail into regulated energy markets. While the deregulated markets will always be a core part of our business, the POWWR® brand provides us increased flexibility in presenting our offerings in an ever-expanding energy marketplace. POWWR® clients will continue to experience the best customer service and support in the industry along with several new product releases and an overall improved user-friendly experience."

"In addition to the name change, the company's mission is now, 'The Analytics of All Things Energy' which fuels our goal to make POWWR® the energy market's number one choice to more accurately and profitably run their complex businesses. The re-brand to POWWR® aligns with our belief that energy is the lifeblood of our society.... That a better understanding and management of energy usage is the key to our future success."

POWWR® Growth

As POWWR® expands its target markets, the company is also growing its team in order to help take the company to the next level and provide additional support for existing clients. With the new brand and expansion strategy in place, POWWR® is poised to experience exponential growth in 2018 and beyond.

POWWR® Web

POWWR® is excited to release its new website www.powwr.com. Existing ESCOWare® clients will be updated on changes to their log-in portals and new website credentials once they are made available.

POWWR® Partnership

POWWR® is backed by Five Elms Capital, a leading growth equity firm that invests in fast-growing B2B software and data companies. Five Elms recognized the growth potential in POWWR® and invested in the latter half of 2017. This partnership will provide POWWR® a strong presence in the energy industry moving into the first quarter of 2018 and beyond.

POWWR SPONSORS MAJOR EVENTS IN 2018



FEB 26-28, 2018 | NASHVILLE, TN



MAR 13-14, 2018 | HOUSTON, TX



APR 16-18, 2018 | IRVINE, CA



APR 16-18, 2018 | HOUSTON, TX



MAY 15-18, 2018 | MIAMI, FL

THE ENERGY EXECUTIVE FORUM