



EcoFactor, Tendril, and Cadmus join the Association for DR & Smart Grid as National Town Meeting approaches

(Washington, DC – April 27, 2015) Three more leaders in demand response and smart grid have joined the Association for Demand Response & Smart Grid (ADS), the national demand response (DR) and smart grid organization. They come aboard as ADS gears up for its 12th annual National Town Meeting on Demand Response and Smart Grid (www.demandresponsetownmeeting.com). The new members are EcoFactor, Tendril, and Cadmus.

ADS is a non-profit organization based in Washington, DC, that focuses on development and exchange of information among policymakers, utilities, technology companies, and other stakeholders. It includes as members companies and organizations, as well as individuals who consider themselves DR and smart grid professionals.

"These new members are coming on board at an exciting time for the organization," said Dan Delurey, CEO of ADS. "Their experience and expertise will certainly help us grow our ability to serve the needs of the DR and smart grid community. EcoFactor has been a leader in helping to implement successful DR programs using advanced analytics and connected home devices. Tendril has achieved great satisfaction rates using its software platform for personalized energy services. And Cadmus is performing cutting-edge evaluations on topics such as Wi-Fi enabled thermostats and behavioral DR pilots."

"We are especially excited to have these new members join as we are in final preparations for the 12th annual National Town Meeting on Demand Response and Smart Grid," said Howard Smith of Alabama Power, Chairman of ADS. "They have already helped to provide input as we put together the agenda and plan for the event coming up May 26-28 in Washington, DC."

Ecofactor is transforming how homes use energy by applying advanced analytics to connected devices in the home. EcoFactor's cloud-based application actively manages thermostats on occupants' behalf in intelligent ways that improve comfort while helping them save time, energy and money. Utilities, home service providers and homeowners rely on EcoFactor for demand response, energy efficiency, and HVAC performance monitoring services. For more information, visit www.ecofactor.com.

Tendril is defining data-driven Energy Services Management (ESM) for the evolving energy market. Its open, cloud-based software platform provides the infrastructure, analytics and understanding required to deliver personalized energy services. This targeted approach drives new business opportunities, delights consumers and has led to some of the industry's highest engagement and satisfaction rates. For more information, please visit www.tendrilinc.com.

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Cadmus delivers cross-disciplinary services and solutions that help its clients achieve their goals while also creating social and economic value that improves people's lives. Its team of Energy Services Advisors has helped utilities, governments, businesses, and nonprofit organizations plan, evaluate, design, and market energy-efficiency programs to achieve cost-effective energy savings. Leveraging its in-depth understanding of the energy market, evaluation protocols, and analytical methods, Cadmus helps its clients stay ahead of rapidly evolving technologies and regulatory policies. Cadmus' core areas of expertise include energy policy, energy efficiency, demand response, renewables and distributed generation, potential studies, resource planning, finance, greenhouse gas emissions, smart grid technology, and sustainability. For more information, please visit www.cadmusgroup.com.

About the Association for Demand Response & Smart Grid

The Association for Demand Response & Smart Grid (ADS) is a nonprofit organization, originally formed as the Demand Response Coordinating Committee (DRCC) in 2004. ADS is a 501 (c) 3 nonprofit organization consisting of professionals and organizations involved in demand response and smart grid. It provides services to meet the needs of its members that help them in the conduct of their work and in the attainment of their personal, corporate and governmental objectives. ADS seeks to establish and grow a demand response "community" of policymakers, utilities, system operators, technology companies, consumers, and other stakeholders. More information on ADS can be found at: www.demandresponsesmartgrid.org

Group Members of ADS are American Public Power Association, Baltimore Gas & Electric, Cadmus, California ISO, ComEd, Converge, Conservation Services Group, Constellation, Consumers Energy, CPower, DTE Energy, Duke Energy, DVI, EcoFactor, ENBALA, EnergyHub, General Microgrids, Innovari, ISO New England, Landis+Gyr, MISO, National Grid, National Rural Electric Cooperative Association, Navigant Energy Practice, Nest Labs, Nexant, NYSERDA, OhmConnect, OPower, Pacific Gas & Electric, PECO, PJM Interconnection, Reliant, Rodan Energy Solutions, Inc., Salt River Project, San Diego Gas & Electric, Sensus, Siemens, Silver Smart Grid Consumer Collaborative, Spring Networks, Southern California Edison, Southern Company, Tendril, Tennessee Valley Authority, Tetra Tech, and Vermont Energy Investment Corporation.

About the National Town Meeting on Demand Response and Smart Grid

The 2015 National Town Meeting on Demand Response and Smart Grid will be held on May 26-28, in Washington, DC, at the Ronald Reagan Building and International Trade Center. More information on the 2015 National Town Meeting can be found at www.smartgridtownmeeting.com.

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