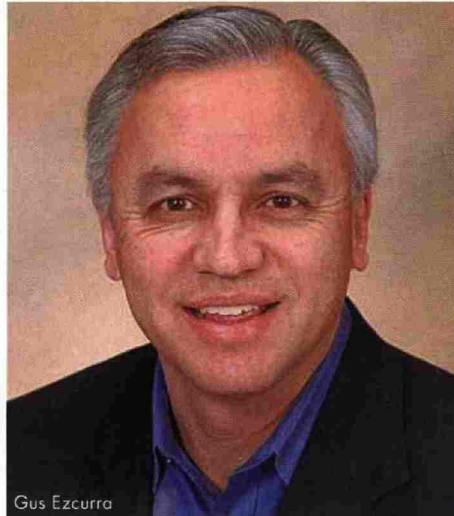


Helping Businesses Reduce Carbon Footprint With The Touch Of A Button



Gus Ezcurra

Advanced Telemetry, LLC President Gus Ezcurra oversees all aspects of the company's development and deployment of its proprietary EcoView™ solution, a proven and cost effective "energy management system" that enables users to easily view and reduce their resource consumption — and thus their utility bills and carbon footprint — with the touch of a button.

Ezcurra's EcoView solution addresses the burgeoning \$15-billion smart grid industry, transforming how electricity and other precious resources are conserved both at home and in business, with notable user monetary gains and environmental benefits.

Ezcurra's vision for EcoView has manifested in the industry's only cost-effective, small to mid-size commercial and residential system that, completely independent of a utility company, enables home and business users to easily view and reduce their energy consumption in real time. Indeed, EcoView systems have been proven to reduce business user energy consumption and utility costs by up to 25% and deliver return on investment in as little as six to 12 months.

With a belief that energy and fiscal conservation begins with an awareness of wasteful consumption habits as they occur, Ezcurra is at the forefront of "energy dashboard" technology, with real-world deployments that have validated his company's technology, value proposition metrics and business model. Among other industry segments that include convenience stores, retail shops, and bank branch offices, Ezcurra currently works with franchisees from top fast food restaurant brands like Burger King, Taco Bell, and Arby's and many leading multi-unit restaurant chains like Jim 'n Nick's Bar-B-Q, who have conducted successful field trials and are now rolling EcoView out in multiple locations throughout their respective networks to save energy, control costs and "go green."

Prompting these full-scale rollouts are results. Through extensive field testing Portland, Oregon-based multi-location Burger King operator RIO Management determined EcoView Commercial delivered a 13% reduction in energy usage at one of its restaurants and a full 25% reduction in another. Similarly, during its EcoView

Commercial trials not only did Jim 'n Nick's Bar-B-Q average \$1,000 per month in reduced electricity costs per location, they also realized an average 16% decrease in natural gas consumption per location during the winter heating months.

"As economic pressures grow, energy costs rise, profit margins shrink, and the need for environmental responsibility escalates, businesses are in desperate need of a properly managed end-to-end solution that delivers on its promise," Ezcurra notes. "While other energy management systems on the market are largely designed for small residential or larger business facilities, require integration with a utility company, aren't networked, and require active system monitoring and management by on-site personnel, EcoView Commercial addresses the unique needs of small commercial owners and tenants with a fully remotely managed, cost-effective solution."

Ezcurra is also overseeing Advanced Telemetry's emerging EcoView Residential solution, slated for launch into the marketplace in the second quarter of 2010. EcoView Residential will combine elements of traditional energy management with features found in home automation systems to create a modular, cost-effective and user-friendly product that will enable homeowners to view and reduce their home's energy consumption in real-time, both while at home or remotely.

Ezcurra is an experienced senior executive for Fortune 100 companies as well as high tech start-ups. Prior to joining Advanced Telemetry, Ezcurra served as the vice president, inside sales, at VeriSign Corporation. Previous positions held by Ezcurra include senior vice president, business development & sales at Coactive Networks. Coactive was the world's pioneer in delivering telemetry solutions for home and businesses. Ezcurra is also the former executive director of sales for Europe, Middle East, & Africa for Echelon Corporation and the former vice president, worldwide sales, for Harris Corporation.

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