

INTHRMA ANNOUNCES AUTO DEMAND RESPONSE MODULE FOR FLAGSHIP ENERGY MANAGEMENT PLATFORM

OAKLAND, Calif. – Nov. 3, 2010 – InThrMa, Inc., a provider of award-winning energy management solutions, today announced the availability of its Auto Demand Response Module. InThrMa’s Auto Demand Response Module, part of the InThrMa Energy Management Suite, provides small businesses a cost effective way for to reduce Utility bills during peak demand periods when electricity is priced at a premium. In addition to delivering energy savings during Demand Response events the InThrMa AutoDR Module helps businesses achieve more efficient baseline operations for their HVAC, lighting and other electrical loads.

“Through air conditioning alone, customers can easily reduce 50% of their normal energy use during Demand Response events with very little change in comfort. And as Utilities roll out variable pricing programs that incentivize reduced consumption during peak periods, this translates to major savings.” said Sam Boutros, CEO and Co-Founder, InThrMa Inc. “Given transmission constraints and environmental concerns regarding new power plants, utilities are increasingly looking to consumers as partners to help reduce energy during peak demand periods. Our demand response solution extends this potential to residential and light commercial customers.”

“By leveraging the Utility industry’s standard for Demand Response interoperability we’re ensuring compatibility with a broad base of Utility Demand Response programs.” said Mark Sibenac CTO and Co-Founder, InThrMa, Inc. The OpenADR protocol is used by Utilities to notify consumers of upcoming Demand Response events.

For more information on the InThrMa AutoDR Module, please visit:
www.inthrma.com/demandresponse/

About InThrMa (Intelligent Thermal Management)

InThrMa extends smart grid functionality and advanced building management tools to the residential and light commercial markets. Its cost effective, easy to use solutions optimize and increase user control of their HVAC systems. The firm’s analytics can increase a building’s energy efficiency, without sacrificing comfort. Its energy efficiency and demand response solutions let users create customized energy profiles that enable participation in utility demand response programs.

For more information, please visit: www.inthrma.com.

###