

**ConsumerPowerline Expands Executive Team with Technology Services Leaders**  
*New CFO and VP of Service and Technology Round Out Energy Management Team*

NEW YORK – July 14, 2008 – ConsumerPowerline, Inc. ([www.consumerpowerline.com](http://www.consumerpowerline.com)) today announced the senior leadership appointments of Michael Mele as CFO and Dirk Mahling as vice president of Service and Technology. The addition of two leaders from the managed services and energy industries signals the company's continued expansion as a leading strategic energy asset management firm and one of the largest non-utility providers of demand response solutions.

As CFO, Michael Mele brings an extensive background in finance and operations to lead ConsumerPowerline's finance and administrative organization. Prior to joining the company, Mele was CFO for several managed services companies, including Archive Systems, a venture capital backed provider of on-demand document management services, and ASI Solutions, a publicly held international provider of human resource outsourcing services. Throughout his impressive career, Mele has led teams through IPO and M&A processes, compliance reviews and operational development.

"I am very pleased to join the ConsumerPowerline management team at this exciting time in the development of the company and growth in the energy industry," said Mele.

Dirk Mahling, Ph.D., ConsumerPowerline's vice president of Service and Technology, is responsible for leading the software engineering, network operations, and on-site installation of the company's energy management and demand response solutions. Prior to joining ConsumerPowerline, Mahling served as chief technology officer for WebGen, where he developed patent-pending energy management software that received Frost & Sullivan's Customer Value Enhancement Award.

In addition to his IT leadership positions, Mahling served on the faculty for the School of Information Sciences at the University of Pittsburgh. He was also a chairman for a special interest group on groupware and knowledge management, and has authored multiple patents and publications in the energy technology sector.

"I am very excited to join the ConsumerPowerline team," said Mahling. "The company's philosophy of working in true collaboration with clients, understanding their energy management profile and advising them on the curtailment methods and processes that work best for them is very appealing. Not only does this approach benefit our clients but it also helps address our immediate and longer term energy challenges."

"Michael and Dirk both have proven track records of fostering innovation in the managed services and energy management arenas," said Gary Fromer, ConsumerPowerline CEO. "As energy management and demand response solutions become more mainstream for businesses, our organization and business partners remain committed steadfastly to delivering innovative energy-saving solutions and measures for our customers."

**About ConsumerPowerline**

ConsumerPowerline ([www.consumerpowerline.com](http://www.consumerpowerline.com)) is a full-service strategic energy asset management firm with a proven track record of helping its clients - energy users - uncover hidden market revenues and cost saving opportunities available from their facility assets. ConsumerPowerline is one of the largest non-utility providers of demand response solutions.

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