



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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LINDA PRICE OF TXU ENERGY CO. JOINS CABA BOARD

November 8, 2004

CABA is proud to welcome Linda Price of TXU Energy Co. to its Board of Directors.

"Linda Price and TXU have a unique understanding of the utilities sector due to the company's high standards in meeting the Southwest's growing demand for electricity in an efficient, safe, reliable, and environmentally responsible manner," stated Ronald J. Zimmer, CABA President & CEO. "We are extremely pleased to welcome Linda Price to Board. Her expertise will assist the Continental Automated Buildings Association immensely."

Price is the Acting Director, Product Development responsible for the Product Management of several products and services that are launched to the market by the TXU Energy Co. In this position, she manages a diverse range of products and services such as Outage Notification, Facility Management, e-Commerce, and Energy Audit and Management programs. Price is responsible for helping TXU Energy Co. provide both business and residential customers with solutions to their energy needs that goes beyond supplying them with reliable electric service.

Price has worked in many different areas during her 24 years at TXU including electric distribution services, call center management, gas marketing, new product development and residential marketing development. As Residential Marketing Manager, Price received EEI (Edison Electric Institute) Award recognition of developing energy efficient and environmental programs for homebuilders.

She has served on the Board of Directors for the Fort Worth YMCA. Price has also served on a number of industry committees including the southern Gas Association's Marketing Task Force and the Texas Gas Association Executive Committee.

Price received her undergraduate Bachelor of Science degree in Fine Arts and her MBA from Texas Christian University.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

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