



Continental Automated
Buildings Association

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

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

1173 Cyrville Road, Suite 210
Ottawa, ON K1J 7S6

Tel: 1. 613.686.1814
Fax: 1.613.744.7833
US/Canada: 1.888.798.CABA

Web: www.caba.org
E-mail: caba@caba.org

CABA Joins Demand Response and Smart Grid Coalition (DRSG)

November 12, 2009

The Demand Response and Smart Grid Coalition (DRSG) announced today that six companies have joined the trade association and will contribute to its efforts aimed at developing markets for smart grid technologies and smart grid practices like demand response. The new DRSG members are LG Electronics USA, Electrolux, Control4, HomeGrid Forum, Midas Medici Group Holdings, Inc and CABA.

"The growth in DRSG membership reflects the growing market for smart grid technologies and the increasing interest in how to provide the technologies, as well as demand response and other smart-grid practices, to utilities and consumers," said Dan Delurey, Executive Director of the trade association. "Their expertise and experience is a welcome addition to the DRSG, and we look forward to having them as part of our organization."

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$45 billion global force and technology leader in home appliances, consumer electronics and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, air conditioners and business solutions, all under LG's "Life's Good" marketing theme. For more information, visit www.LGusa.com.

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Eureka and Frigidaire. In 2008, Electrolux had sales of SEK 105 billion and 55,000 employees. For more information, visit <http://www.electroluxusa.com/welcome/>.

Control4, the operating system for the connected home, brings home automation and control to the broad market. Control4 technology is at the heart of an expanding ecosystem of leading consumer electronics products designed to work together with ease. Control4 Energy Systems, an operating division of Control4, leverages the company's expertise in developing compelling consumer product experiences to deliver innovative home area network (HAN) solutions for utilities, advanced metering infrastructure (AMI) vendors and service providers that engage homeowners to manage their energy use. From essential energy management to effortless entertainment and whole-home control, Control4 is the platform for managing all the pieces of today's connected life. For more information, visit <http://www.control4.com/energy>.

Midas Medici Group Holdings' subsidiary, UtiliPoint International, has more than 500 clients worldwide and is a leading provider of research and advisory services for the energy sector. The company consists of industry experts from around the world with diverse backgrounds in utility generation, transmission and distribution, retail markets, mergers and acquisitions, new technologies, venture capital, information technology, outsourcing, renewable energy, regulatory affairs and international issues. UtiliPoint International, Inc. is headquartered in Albuquerque, NM. For more information, visit <http://www.utilipoint.com/>.

HomeGrid Forum is a global, non-profit trade group promoting the International Telecommunication Union's G.hn standardization efforts for next-generation home networking. HomeGrid Forum promotes adoption of G.hn through technical and marketing efforts, addresses certification and interoperability of G.hn-compliant products, and cooperates with complementary industry alliances. For more information, visit www.HomeGridForum.org.

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. The organization is supported by an international membership of nearly 400 companies involved in the design, manufacture, installation and retailing of products relating to home automation and building automation. Public organizations, including utilities and government, are also members. CABA's mandate includes providing its members with networking and market research opportunities. For more information, visit www.caba.org.

"In joining DRSG, these companies will also have the opportunity to be a part of the Smart Green Grid Initiative (SGGI) -- a new effort recently initiated to demonstrate the significant role that the smart grid will have in the achievement of climate change goals," Delurey said. "SGGI is an official UN-approved participant in the 15th Conference of the Parties (COP-15) in Copenhagen in December 2009, and a number of DRSG members will be attending and helping to carry our message to the climate change community." More information about SGGI is available here www.smartgreengrid.org.

About DRSG

The Demand Response and Smart Grid Coalition (DRSG) is the trade association for companies that provide products and services in the areas of demand response, smart meters and smart grid technologies. DRSG works to educate and provide information to policymakers, utilities, the media, the financial community and stakeholders on how demand response and smart grid technologies such as smart meters can help modernize our electricity system and provide customers with new information and options for managing their electricity use.

Members of the DRSG Coalition include: Aclara, Advanced Telemetry, Ambient, Amplex, Bridge Energy Group, CABA, CalAmp, Converge, Conservation Services Group, Control4, Corporate Systems Engineering,

CPower, Direct Energy, Echelon, Eka Systems, Electrolux, eMeter, Energy Capital Partners, Energy Curtailment Specialists, EnergySolve, EnerNOC, Enfora, Enspira Solutions, GE, Google, HomeGrid Forum, Honeywell, IBM, Ice Energy, Itron, KMC Controls, Landis+Gyr, LG Electronics, Lutron Electronics, Midas Medici Group Holdings, Oracle, PCN Technology, Sensus, Silver Spring Networks, SmartSynch, Space-Time Insight, Steffes, Tendril, Trilliant Networks, Universal Powerline Association, Whirlpool, ZigBee Alliance, and Ziphany. More information is available at www.drsgcoalition.org.

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 <http://www.caba.org/>.

Media Contact:

Rawlson O'Neil King
Communications Director, CABA
king@caba.org
613.686.1814 x225
888.798.CABA (2222)