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POWERIT SOLUTIONS PAIRS WITH ENERGY STAR TO PROVIDE TACTICS AND TOOLS TO FOOD AND BEVERAGE INDUSTRY AT PROCESS EXPO 2010

Educational Tools and Expert Discussion Mark the Cleantech Company's Outreach

(SEATTLE, WA, July 6, 2010) Seattle-based Powerit Solutions (www.poweritsolutions.com), a provider of smart grid-savvy energy management systems for food and beverage facilities, is going beyond the usual trade show swag at Process Expo in Chicago this July. (Oh, but do drop by the Powerit booth, #13023, to enter our drawing for a free Wii.)

The company is taking a strong educational approach to this year's show, providing processors with a preshow webinar, energy-related worksheets, an expert Q&A panel at the show's Exhibitor Spotlight Theatre and other resources.

"We think providing potential customers with the latest tools and information related to energy savings programs and new technology helps them make the best decisions possible for their plants," says Bob Zak, general manager and president of Powerit Solutions. "We hope processors will use the information to consider and imagine what a solid energy management plan would mean for their business. When they realize that without such a plan they are leaving money on the table, they might take the next step by plugging into the smart grid with Powerit Solutions."

Not Your Usual Trade Show Swag

- **Preshow webinar July 8 at 4 pm ET/1 pm PT - <http://www.poweritsolutions.com/webinar/>**

A free 30-minute webinar on techniques for load shedding in plants kicks off Powerit's Process Expo outreach. Presented by Powerit Solutions experts, this preshow presentation will detail what load shedding means in food and beverage plants. Webinar attendees will receive an action plan as well as examples from the field.

- **Spotlight Exhibitor Theatre Expert Q&A event, July 19, 1:15-2 pm at Booth 17100**

This Process Expo event will provide varying perspectives on new energy management strategies and techniques that can give processing plants a competitive edge. A lively Q&A session featuring

three experts, including the national program manager for the EPA's ENERGY STAR program, will address how the food industry can save money on energy while maintaining production. Expect to:

- Learn about emerging smart grid programs and technologies.
- Understand how to create an energy management plan that gets results.
- Find out how to take advantage of government programs, assessments and incentives to reduce your initial investment and get faster ROI.

(Note: Speaker bios are available through the above media contact, Sarah Grolnic-McClurg.)

- **Free 1 GB USB drive Energy Toolbox for July 19 Spotlight attendees**

Stocked with energy calculators, energy efficiency worksheets, presentations and more, this free energy “toolbox” loaded on a USB drive will be handed out as a bonus to those attending the expert Q&A event July 19. Take it back to the office and geek out over the numbers to see the possibilities!

- **One-on-one education at Powerit Solutions, Booth #13023**

Drop by Powerit's booth to prequalify for an energy evaluation or just ask questions about what the smart grid means for energy-intensive businesses. Powerit's staff can discuss how you can lower your electricity bills and fill you in on which energy-saving strategies might be the best fit for your plant. Be sure to put your name in for the free Wii gaming system drawing as well!

About Powerit Solutions

Powerit Solutions is a Seattle-based international cleantech company that plugs energy-intensive businesses and buildings into the smart grid. Powerit's Spara system enables users to automatically increase energy efficiency, cut peak-rate usage, participate in demand response programs and respond to real-time pricing advantageously—without compromising quality, production or comfort.

Powerit has deep expertise in the food and beverage processing industry. Clients include Dannon, Kellogg's, Frito Lay, Paul Masson Winery, Amy's Kitchen, Cargill, Mission Produce and Gallo Winery, as well as businesses in other energy-intensive sectors such as foundries, manufacturing, agriculture, printing/publishing and retail/commercial. In 2009, Connectivity Week honored Powerit with a Buildy award for its work in automating demand response programs at Amy's Kitchen of Petaluma, Calif., using open standards. Powerit also made the Cleantech Group's 2009 (the latest) peer-reviewed list of the world's top 100 private cleantech companies. For more information, visit www.poweritsolutions.com.

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