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PLMA ANNOUNCES ELECTION OF NEW OFFICERS

The Peak Load Management Alliance (PLMA) today announced the new officers of the Alliance for the 2012 – 2013 term of office. The election was held at the PLMA Fall 2011 Conference held in Chattanooga, Tennessee.

Reelected as PLMA Board Chairman is Paul J. Tyno, Senior Director at Viridity Energy Inc. Paul has been actively involved in the demand response/energy efficiency arena since 2001. He is a nationally recognized demand response subject area expert and active industry spokesperson. He has addressed numerous groups regarding load management, including the Federal Energy Regulatory Commission (FERC) Demand Response Collaborative, the National Association of Regulatory Utility Commissioners (NARUC), Sustainable Energy Ireland (SEI) and the European Commission, Joint Research Center, Italy. This is Paul's second two-year term as PLMA's Board Chairman.

Prior to joining Viridity Paul has held executive positions with Direct Options, Constellation Energy and Energy Curtailment Specialists. He is based in the Buffalo, New York area where

Elected Vice Chairman for the upcoming term is Mark Kerbel, Co-founder and executive vice president, business development of REGEN Energy. Mark is now based out of REGEN's first U.S. office in San Diego, CA, serving west-coast customers, channel partners, and utilities. Mark is co-author of REGEN Energy's swarm logic patent, and involved in the development, funding, and commercialization activities of the firm, particularly with its key U.S. customers and strategic partners. He is a frequent speaker on the topic of emergent systems theory and its application to Smart Grid and Smart Buildings technologies. Prior to forming REGEN, Mr. Kerbel has served as a board member and executive as a founding partner of the SPi Group, one of Canada's leading software solutions providers for the retail energy sector

The newly elected Treasurer of PLMA is Dave Hyland, manager, business development, Schneider Electric. Dave had been serving as interim Treasurer prior to the election.

A long time Board member of PLMA, Dave has been the program chairman for the very successful series of PLMA demand response conferences. Prior to joining Schneider Electric, Dave was executive sales director of Converge, Inc., vice president sales & marketing for Lumenor Inc. and vice president, Energy.com

Dave also is an active member of the Association of Energy Services Professionals and resides, with his wife and two children, in the Columbus, Ohio area. He holds a BS/BA in Marketing from Bowling Green University.

"We are very pleased with the results of the election," remarked Elliot Boardman, Executive Director of PLMA. "All three of these officers are high energy and committed to PLMA. I look forward to working with them to fulfill PLMA's mission".

The Peak Load Management Alliance is a diverse association of leading energy professionals dedicated to developing and promoting consumer participation in electricity markets around the world using load management.

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