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PRESS RELEASE

For release: August 25, 2014

Australia's Ergon Energy Chooses Pulse Energy to Engage Commercial Customers

Vancouver, BC - Pulse Energy, the global leader in energy intelligence for utilities' commercial customers, announced today a new program with Australia's Ergon Energy. The program will serve Small and Medium Enterprise customers across the state of Queensland, where Ergon Energy will use the cloud-based Pulse™ Platform as a key component in their retail product strategy.

Providing business customers with improved insight into their energy usage through personalized emailed reports and an integrated web portal, the new value-added program will offer specific actions that customers can take to increase their energy efficiency and run their businesses better. This leads to energy savings that improve customers' overall satisfaction with their utility and contribute to the bottom line, good for every small business owner. Ergon Energy will also use the Pulse Platform to cross-promote alternative energy products and enhance demand response, streamlining the utility's marketing efforts.

This announcement builds on the rapid growth Pulse Energy has experienced in the past two years, with the company now serving utilities across three continents. The Vancouver-based company recently announced a major contract with British Gas, the United Kingdom's largest utility, to serve 600,000 commercial customers across 900,000 supply points. The contract with Ergon Energy further establishes Pulse as the global leader in energy intelligence for utilities' entire commercial customer base.

"The customer interest in the Pulse Energy service has been very positive to date," said Lisa McDonald, Products Manager with Ergon Energy. "The Pulse Platform sets us apart from other energy service providers and the information and detail provided certainly hits the mark with customers."

"It is a great pleasure to be working with Ergon Energy to bring an unparalleled experience to their Small and Medium Enterprise customers." said David Helliwell, co-founder and CEO of Pulse Energy. "Both Ergon and their customers have shown a high degree of skill and enthusiasm that give me great confidence that this program will achieve big things in the months ahead."

About Pulse Energy

Pulse Energy is the global leader in energy intelligence for utilities' commercial customers, helping utilities to meet regulated efficiency targets, boost customer satisfaction and cross-promote other programs and services. This is achieved through the Pulse™ Platform: a scalable software solution for utilities' commercial businesses that delivers detailed energy intelligence to help improve performance, engage occupants, and accurately measure and verify energy usage and performance. The platform was built for utility-grade security and scalability, hosting over a million businesses in the system with another million to be added in 2014. Learn more at: www.pulseenergy.com.



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About Ergon Energy

Ergon Energy, as a Queensland Government-owned corporation, supplies electricity to around 700,000 residential and business customers across a vast operating area of over one million square kilometres – around 97% of the state of Queensland – from the expanding coastal and rural population centres to the remote communities of outback Queensland and the Torres Strait. Striving to provide safe, reliable, efficient and sustainable energy solutions, Ergon Energy is dedicated to supporting its customers and the Queensland economy. Learn more at www.ergon.com.au.

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