

PRESS RELEASE

May 7, 2013

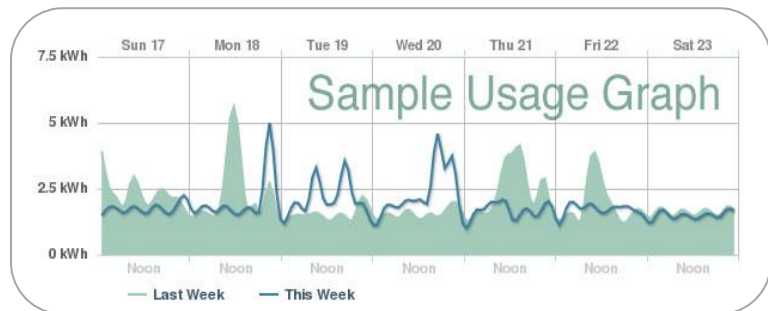


FOR IMMEDIATE RELEASE

TriEagle Announces PrimeTime Demand Response Program

The Woodlands, Texas – May 7, 2013 – Starting today, TriEagle Texas customers are receiving detailed reports from their smart meters in their email and on their mobile devices. As part of TriEagle's innovative Primetime Demand Response program, this same platform will alert customers and provide lucrative incentives for curtailment during peak periods this summer. The daily/weekly reports show detailed usage information as well as comparisons to previous periods and potential energy-saving options for commercial and residential customers.

"The program provides potential load shifting benefits as well as continuing communications to our customer base", said TriEagle CMO Rob Cantrell. "We've had numerous discussions with customers who are excited to participate in curtailment events this summer."



"As real-time price caps increase, demand response programs become even more crucial in managing costs and the overall stability of the grid", said TriEagle Wholesale SVP Marty Downey. "Customers have a few months to familiarize themselves with their usage patterns in advance of summer critical events." TriEagle will use the detailed information from Smart Meter Texas to set forecasted baseline levels for each meter. When real-time and day-ahead prices start to spike, the call will go out to TriEagle customers to curtail, along with an offer of up to *ten times* their contracted energy rate for the avoided usage during the peak periods.

TriEagle chose Lowfoot, Inc to provide the infrastructure and delivery of the smart meter and load shift information. Lowfoot's SaaS platform is available on both mobile and online devices and consumers can choose to post energy updates to their own social media sites like Facebook and Twitter. "TriEagle Energy's PrimeTime program brings the best of smart meter insights to consumers and provides superior capabilities than are offered by larger REPs in the market," said Shirley Rouse, President, Lowfoot, Inc.

About TriEagle Energy: TriEagle Energy (www.trieagleenergy.com) approaches the electric marketplace with a strong commitment to customer focus and excellence and has served commercial, industrial and residential customers since 2003. Providing value through energy cost savings and taking a long-term view of the marketplace, TriEagle uniquely provides customized solutions and products.

TX PUC # 10064 / PA PUC # A-2010-2180376 / NJ BPU License No. ESL-0134

About Lowfoot, Inc: Founded in 2009, Lowfoot (www.lowfoot.com) is a privately held corporation with offices in Houston, Texas and Toronto, Canada. Lowfoot is a rapidly growing provider of innovative solutions for the electricity and utility industry. Lowfoot's technology gives providers and utilities the ability to influence and shift peak energy usage and enables improved customer engagement through sharing smart meter data in a friendly format, including online and on mobile devices.

###