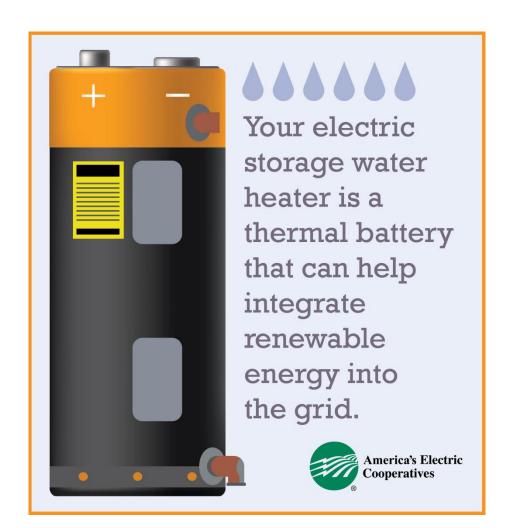
Disrupt or Be Disrupted!

A New Old Business Model for Community Storage!

- GIWH: Grid-Interactive Water Heating
- Demand Response and Strategic Energy Sales
- BTMS Options & Financial Opportunities
- Community Storage & Beneficial Electrification!

GIWH - 'Grid-Interactive' Water Heater



Why Leasing? The Utility Perspective

- New Revenue from Lease Payment
- Energy Sales / Controlled Load
- Alternative to Rebates & Give-a-ways
- Engage Customers with an Essential Service
- Competitive Advantage
- DR & Renewable Energy Integration

Why Lease? The Utility Customer Perspective

- Easy, Convenient, Affordable
- Freedom from Maintenance
- Peace-of-Mind
- Eliminate 'First Cost' Hurdle
- "No-Hassle" Hot Water

Components of the Successful Utility BTMS Leasing Program

- Marketing & Sales
- Equipment Specification
- Installation & Maintenance
- Billing & Administration
- Customer Service
- Field Service
- Operation and Training

Consider the Turn-Key Option

- Partner with Vaughn and GIWH Control Provider of Utility's Choice
- Reduced Time to Market
- Utility Retains the Customer Relationship
- Develop Program Model to Include Other BTMS Technologies
- Think "Community Storage"!!!

Vaughn Program Experience

The United Illuminating Company— CT

- 'Temp-Assured' Worry-Free Water Heater Lease
- 80 Gal.-\$12.50/month, 120 Gal.-\$14.00/month
- Controlled to Heat Water at Night

Vaughn Program Experience

American Electric Power - AEP

- Turnkey Water Heater Lease Program
- 80 Gal. and 120 Gal. Units
- Controlled to Heat Water at Night
- 64 Dist. Centers 136 Contractors
- 100,000 Program Participants

Relevant Program Example

New Brunswick Power – NB

- 'Hassle Free' Hot Water Water Heater Rental
- 250,000 Current Participants
- Moving to Load Control & GIWH

Words to Live By.....

- Disrupt.....or be Disrupted!
- Community Storage
- Beneficial Electrification
- What's fair?
- We're all in this together!

And My Favorite.....

TWEET others,
the way you would like
to be TWEETED!!

Thank You!

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