



Introducing e5: A New Innovation in Demand Response...

Intelligent Home Energy Management Powered by Real-time Weather Information

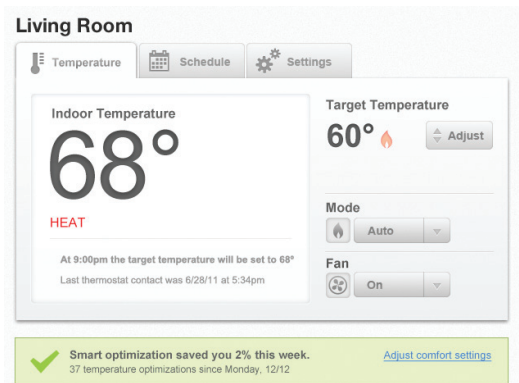
Weather is the single largest variable impacting day-to-day energy demand. Integration of live, local weather information into demand response and home energy management initiatives is critical to maximizing energy efficiency and cutting costs.

e5 is an innovative direct-to-consumer or utility-distributed demand response and home energy management program that combines live weather conditions and forecasts from the world's largest and most dense weather network with sophisticated modeling and algorithms to:

- Optimize cooling and heating
- Improve occupant comfort
- Increase demand response capacity
- Provide a remote home energy audit
- Help ensure a reliable energy supply

How Does e5 Work?

e5 uses real-time, hyper-local weather information from more than 8,000 state-of-the-art Earth Networks' weather stations, together with internal house temperature data and energy usage information, to determine how the house responds to varying weather conditions. Combined with Earth Networks' vast data processing infrastructure, this information allows e5 to optimize energy use, including by pre-cooling or pre-heating when a demand response event is anticipated, while maintaining the customer's desired comfort level – a key to any successful demand response program.



Simple to Set Up and Easy to Use

Earth Networks has partnered with EnergyHub to deliver e5 through an interactive online system that puts customers in control of making informed decisions about their energy consumption. Customers with a qualifying Internet-capable thermostat, whether distributed by their utility or purchased by the customer from leading home improvement stores or online, simply input their temperature settings and the highly intuitive e5 cloud application does the rest.

e5 combined with EnergyHub's robust and scalable demand response management system results in increased energy efficiency and demand response capacity. EnergyHub's user-friendly energy management tools feature:

- Web and mobile apps for remote control
- Guided schedule setup for easy and efficient programming
- Customer engagement that helps maximize energy efficiency

Home Energy Audit

Through its advanced house modeling capabilities, e5 provides homeowners with an HVAC Scorecard that ranks the efficiency of the house structure's response to temperature, wind and solar fluctuations. From the rankings, e5 provides a customized and prioritized list of recommended steps the customer can take to save energy and money.

