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Viridity Energy CEO a featured speaker at KEMA Utility of the Future leadership forum 2010

Audrey Zibelman to offer insight into large-scale energy consumer transformation

BURLINGTON, Mass. (May 18, 2010) – Viridity Energy CEO Audrey Zibelman will be a featured speaker at KEMA's third annual Utility of the Future [Leadership Forum](#), "Strategic Choices – Striking Equilibrium." Zibelman will join energy and utility industry CEOs in sharing their insights on strategy and challenges to engage customers and achieve a sustainable energy supply at the KEMA forum, being held June 23 – 25, 2010 at The Four Seasons, Washington, DC.

Zibelman will be participating as a member of the Utility of the Future panel session on customers, discussing strategies and options for creating and delivering value for the evolving customer-utility relationship.

Viridity Energy is helping large energy users efficiently use distributed resources such as cogeneration, solar, energy storage systems and controllable loads. The smart grid company has developed an advanced software platform, VPower™, which enables organizations to proactively participate in wholesale power markets—allowing controllable resources to appear to the Market Operator as a single, Virtual Generator, optimized and ready to be dispatched into the capacity, day-ahead, real-time and regulation energy markets. Viridity Energy is also actively engaged in collaborative technology efforts to develop smart microgrids that provide environmental, economic and security benefits to both consumers and utilities.

"Smart grid, distributed energy resources and controllable load are revolutionizing large-scale electricity consumers' role in helping to stabilize and balance the electricity grid," said Zibelman. "Ultimately the benefits of a smarter grid will be realized as large consumers of electricity transform into 'pro-sumers'—customers who can maximize economic gain from energy assets while providing greater system reliability and environmental benefits."

KEMA's annual Utility of the Future [leadership series](#) is gathering industry executives, senior financial analysts, government officials and other utility stakeholders to discuss strategic directions in balancing changing customer expectations, technologies and environmental policies and regulations. Leaders and innovators across the energy industry will take part in discussions focused on customer engagement, investment strategy, regulatory policy and the state of carbon and environmental issues, and they will explore strategic views of what a sustainable, intelligent infrastructure will look like.

Senior executives are invited to join their peers in the Utility of the Future discussion to share ideas and discover opportunities to shape a more sustainable, reliable and profitable utility of the future. Throughout the event, forum participants will have high-level networking opportunities to share perspectives, collaborate and engage in dialogue. **To register, and for more information, visit:** www.kema.com/UtilityFuture2010.

About Viridity Energy

Viridity Energy is making the next generation of the smart grid a reality by providing large energy consumers with powerful tools to increase energy efficiency and decrease energy costs. The company's unique and flexible VPower™ platform enables customers to dynamically shift and balance energy load, integrate advanced energy technologies and convert existing energy investments into lucrative new revenue streams. Viridity Energy helps organizations achieve sustainability goals and contribute to the greater good by stabilizing energy price fluctuations. Headquartered in Conshohocken, Pennsylvania,



Viridity Energy was founded in 2008 by former executives of PJM Interconnection. For more information visit www.viridityenergy.com.

About KEMA

Founded in 1927, KEMA is a global provider of business and technical consulting, operational support, measurement and inspection, testing and certification for the energy and utility industry. With world headquarters in Arnhem, the Netherlands, KEMA employs more than 1,600 professionals globally with offices and representatives in more than 20 countries. KEMA's US subsidiary, KEMA Inc. is headquartered in Burlington, Mass. and serves energy clients throughout the Americas and Caribbean.

Media contacts (www.kema.com/press_releases):

- Americas, Caribbean: Kristen Brewitt (kristen.brewitt@kema.com); tel +1 781 418 5714
- Europe, Middle East, Africa, Asia Pacific: Rolf van Stenus (rolf.vanstenus@kema.com); tel +31 26 3 56 2607

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