



**Direct Energy and Exceptional Innovation partner
to develop consumer friendly, technology-based energy management
programs**

Houston, TX, March 25, 2009 – Direct Energy and Exceptional Innovation will unveil a new energy management solution for reducing energy consumption and lowering energy costs in the home environment. Developed from cutting-edge research, the solution will be unveiled as part of the Broadband Nation Exhibit at The Cable Show, April 1 through 3, in Washington, D.C.

Direct Energy and Exceptional Innovation have partnered to create a consumer-focused technology for home energy management and conservation using a systemic approach spanning the energy value chain, while keeping in mind the importance of integrating the solution into a consumer's existing lifestyle. The home energy-management solution leverages electronic devices and existing infrastructure within the home to create value for the consumer by lowering overall energy consumption and costs. The solution also provides a platform to integrate future smart grid technologies into the home in a manner that is both cost effective and simple to use.

"While many companies have approached disparate pieces of the energy management equation, Direct Energy has been investing to understand how all the pieces fit together from the consumer's point of view," said David Dollihite, Vice President of Product and Business Development, Direct Energy. "The work we've done in seeking to integrate technology with energy management leads us to believe that consumers want simple solutions that require minimal setup time, little to no cost, and have a familiar user interface. While there are many energy efficient technologies looking for a market, the typical homeowner is waiting on the development of a consumer-friendly energy management solution."

Both Direct Energy and Exceptional Innovation are working with several major service providers and device manufacturers to build the right approach for consumers – and are looking to broaden that group to bring true energy-management solutions to market as quickly as feasible.

Exceptional Innovation's Web services technology is a very holistic way to connect the smart meter and energy devices such as thermostats, and handle data exchanges from both the home and the utility company.

"Web services are at the core of the Life|ware solution and applying that foundation to effective energy management really starts to show the strength and extensibility of our technology," said Steve Cashman, Chief Strategy Officer at Exceptional Innovation. "Working with Direct Energy to minimize the impacts of energy consumption on the environment is very rewarding for us. We look forward to using our combined research and technology to help consumers be more aware of and better manage energy usage in their home environment."

For more information, logos and images, please visit www.life-ware.com or www.directenergy.com

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About Direct Energy

Direct Energy is one of North America's largest energy and energy-related services providers with over 5 million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE: CNA), one of the world's leading integrated energy companies, Direct Energy operates in 21 states plus the District of Columbia and 10 provinces in Canada. To learn more about Direct Energy, visit www.directenergy.com.

About Life|ware, from Exceptional Innovation

Based in the Columbus suburb of Westerville, Ohio, Exceptional Innovation produces Life|ware™, software and hardware automation and entertainment solutions for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment and manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, as well as, energy monitoring and metering devices and home healthcare devices through a single user interface. Led by software industry professionals with extensive experience in distributed computing based on open standards and architecture, Exceptional Innovation combines development expertise with years of control experience to deliver simple, seamless, life-enhancing solutions.

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