

Major Energy Provider in Texas Installs MyMeter Software to Deliver Insights and Savings for its Customers

St. Paul, Minn. – Accelerated Innovations, LLC (AI) announced today that its MyMeter software application was installed at CoServ, a non-profit co-operative utility provider in Texas, as its primary online platform to connect customers to their electricity and gas billing and usage information. CoServ is a major energy provider based in Corinth, Texas, with 180,000 members and 278,000 meters across its six-county service territory.

CoServ doesn't just emphasize reliable service and stable rates – it's also actively communicating useful energy-saving information to help members lower their bills.

In MyMeter's first seven weeks of operation, there have been more than 153,000 log-in events among the utility's 180,000 members, including 800 customers setting an energy challenge savings goal. The high level of engagement is an early indication of MyMeter's success in providing customers with useful tools and information, benefiting CoServ with a powerful platform to deliver targeted messages and offerings.

CoServ customers can now access the MyMeter application, custom-branded as the "CoServ ecogrid," as part of a seamless integration with the CoServ website. Users simply click to view their household energy statistics, and even drill down into their detailed consumption history to understand their usage at 15-minute intervals. They can participate in energy challenges that track their success against consumption reduction goals, compare usage with neighboring homes, and receive configurable text and email alerts triggered by abnormally high or low use. Armed with knowledge, customers can take their household energy efficiency into their own hands. The system also conveniently gives users access to archived electronic bill statements. "Now with the help of MyMeter's software and support, CoServ delivers advanced consumption information in both chart and graph formats so that our Members and Customers can make the most of their energy use," said Kathryn Gloria, Director of Marketing and Communications for CoServ. "With the new ability to see patterns in usage, Members and

Customers can identify specific times to make behavioral changes that can help reduce their usage and their bills. They can also set energy challenges, establish markers for energy efficiency changes and complete a property profile. The MyMeter product offers a full suite of energy efficiency bells and whistles.”

The positive effects of MyMeter participant usage can be seen in a recent evaluation conducted by Illume Advising, LLC, which verified findings of behaviorally-induced energy savings of between 1.8 – 2.8 percent at four utilities. MyMeter’s approach is to help energy consumers make the connection between demand, consumption and cost – in practical and even fun ways. Read the evaluation report here: <http://mymeter.co/verifiedavings>.

“The insights that customers gain from their consumption data is further enhanced by MyMeter’s ability to deliver detailed consumption data and analytics, offering customers insight into their usage, and the ability to track the impact of simple changes on energy consumption, comparisons with their past usage and that of their neighbors,” said Founder and CEO of Accelerated Innovations Josh Headlee. “Offering awareness so consumers can adopt energy-saving behaviors not only helps customers save money, it also helps with the energy supplier’s ability to manage their load through demand response.”

About MyMeter

The MyMeter program provides proven customer engagement tools that increase customer satisfaction, drive cost effective behavioral energy savings, and deliver economic returns through innovative billing, support of dynamic pricing and load management programs. MyMeter leverages utility smart metering infrastructure to give families and businesses greater insight into and control over their energy use.

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