



EnergyWindow

Strategic energy sourcing and management

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EnergyWindow[®] Introduces New White Paper Aimed at Helping CFOs Better Manage Risk, Volatility of Energy Supply Costs

Energy management & procurement leader's new white paper offers practical & strategic advice, recommends strategic shift in approach to financial risk management related to energy supply costs

BOULDER, Colo., June 14, 2007 – EnergyWindow, Inc., a supplier of information technology-based tools and strategic consulting to manage the energy supply used by businesses, today introduced a new white paper, “Energy Rises To C-level,” which is designed to help CFOs gain a new understanding of how to manage the risk and volatility of energy supply costs. The white paper is available for free, via EnergyWindow’s Web site under the “Research & Insights” button on the Home page at www.energywindow.com.

In this new white paper, Dr. Jack Mason, EnergyWindow’s president and co-founder, makes a powerful case for why energy supply management should be elevated to a strategic, C-level management concern, as part of a comprehensive approach to financial risk management. Mason is a veteran management consultant and alumnus of the Sloan School of Management at MIT, as well as a leading voice in the energy industry.

Mason explains how many senior managers and financial executives still view energy costs as regulated and, therefore, uncontrollable, while others are still using outmoded energy supply sourcing approaches common in the very early days of energy deregulation.

Today, however, default utility rates change much more rapidly, in concert with wholesale energy market activity – which means that remaining on default energy service (once considered the play-it-safe approach) now is one of the riskiest and costliest mistakes in energy supply management.

“This new white paper incorporates both a strategic and philosophical approach to energy supply management and financial risk management, as well as practical discussion of why energy supply issues must be elevated to the C-level if businesses are to succeed in minimizing risk exposure,

controlling one of their top operating expenses, and saving money, and improving the bottom line in the process,” explained Dr. Jack Mason, EnergyWindow’s president and co-founder. “A special section called ‘A CFO’s Strategic Energy To-Do List’ covers specific and immediate actions CFOs can take to get the ball rolling, gain control, and create greater budget predictability related to energy expenditures.”

The key to reducing the financial risk of volatile energy supply costs is for CFOs to develop a comprehensive strategy consistent with overall corporate financial strategy and the company’s values and risk tolerance BEFORE a procurement, energy, or facility manager pursues competitive bids for energy supply, according to Mason. “CFOs who dovetail energy supply strategies with their overall financial strategies are almost always rewarded with lower energy costs and enhance predictability over the long term,” he noted.

About EnergyWindow

EnergyWindow is a Boulder, Colorado-based company that offers a comprehensive suite of information technology-based tools and energy industry expertise to help businesses manage every aspect of their energy supply cycle (natural gas and electricity). EnergyWindow offers four key areas of products and services: 1) PowerQuote™ online sourcing tool for energy procurement; 2) PowerScape® real-time, online energy market knowledgebase; 3) PowerMonitor® and PowerTrac® energy management information systems that track and analyze a company’s energy management performance and contracts; and 4) PowerStrategy® proprietary consulting-based planning process for energy supply strategy and management. The company was founded in 1999 by Dr. Jack Mason, a long-time energy industry veteran. To date, the company has successfully closed approximately 9,000 transactions for energy purchases, resulting in savings of more than \$115 million on \$620 million in energy supply costs. The company can be reached at: www.energywindow.com, or (303) 444-2366.

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