



EnergyWindow

Strategic energy sourcing and management

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EnergyWindow[®] Introduces New White Paper That Illustrates How Unexpected, High-impact Events Can Impact Energy Supply Portfolios

Energy management & procurement leader's new white paper offers practical & strategic advice on how to calculate risk for such events, make strategic energy purchasing decisions within that context

BOULDER, Colo., Sept. 20, 2007 – EnergyWindow, Inc., a supplier of information technology-based tools and strategic consulting services to manage the energy supply used by businesses, today introduced a new white paper – “Black Mondays, Black Thursday, 9-11, and Hedge Fund Failures: How ‘Black Swan’ events Impact Your Energy Supply Portfolio.” This new white paper written by Dr. Jack Mason, EnergyWindow’s president and co-founder, explores the impact of “Black Swan” events (unexpected, high-impact events) on risk exposure related to managing energy supply portfolios, and how consideration of such events should shape energy portfolio contents and energy purchasing decisions. This free white paper is available via EnergyWindow’s Web site under the “Research & Insights” button on the Home page: <http://www.energywindow.com/whitepapers.shtml>.

In this new white paper, Dr. Mason makes a case that an effective energy portfolio supply management approach should consider the risk of high-impact, low probability events; limit the portion of a company’s energy portfolio on floating, or indexed prices; and understand that it is unrealistic to expect to “time” the market and buy at its lowest point.

The white paper also includes detailed statistical analysis to gauge extremes of energy price behavior.

“In today’s volatile markets, many risk-averse energy buyers are on floating prices, hoping to out-guess the market and hold out for the absolute lowest energy price,” noted Mason. “However, given the overall volatility of the market coupled with potential unforeseen, large scale events such as another

major hurricane, unpredicted climactic behavior, or market failures, it is simply not realistic to pursue this course of action.”

Furthermore, floating prices are not just limited to indexed price contracts, according to Mason. Most utility companies have recourse to automatic fuel adjustments or interim rate increases if wholesale energy and fuel prices rise dramatically. Mason cautioned energy buyers to not assume the prices in regulated markets will remain constant.

“Energy buyers are advised to determine their risk tolerance, match it to their energy supply needs, and make the best, informed decision they can to achieve optimal balance between energy price and risk exposure. This includes consideration of factors such as contract type, contract duration, energy supply source, and other variables discussed in the paper.”

About EnergyWindow

EnergyWindow is a Boulder, Colo.-based company that offers a comprehensive suite of information technology-based tools and strategic energy consulting 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[®] – An online sourcing tool for energy procurement; 2) PowerScape[®] – A real-time, online energy market knowledgebase; 3) PowerTrac[®] – an energy management information system that tracks and analyzes a company’s energy contracts; and 4) PowerStrategy[®] – a 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 9,700 transactions for energy purchases, resulting in savings of more than \$120 million on \$650 million in energy supply costs. The company can be reached at: www.energywindow.com, or (303) 444-2366.

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