



FOR IMMEDIATE RELEASE

Sequentric Energy & HD Supply Power Solutions Deliver Demand Response Technology to Reading Municipal Light Department

Utility Deploys Sequentric Real-Time Network-Based Demand Response Technology In Expanding Demand Management Program

WILMINGTON, N.C. – January 16, 2013 – [Sequentric Energy Systems, LLC](#) and [HD Supply Power Solutions](#) today announced that [Reading Municipal Light Department](#) (“RMLD”) has begun deploying [Sequentric’s innovative demand response technology](#). In its quest to overhaul an existing, widely deployed non-communicating load-shedding program, RMLD selected Sequentric for its unique ability to provide a real-time communicating solution. The initial deployments represent the core of a network that will expand to provide access to a whole range of smart grid technologies for years to come.

Sequentric’s demand response technology is flexible, real-time and network-based. Comprised of leading edge hardware and secure software, the system provides unprecedented communications capabilities between the utility and end point devices installed at customer locations. This unique flexibility enables the system to obtain real-time energy related telemetry and allows real-time dispatching. With Sequentric, utilities acquire the ability to dispatch: any one load; targeted groups of loads; or all of the loads on the network -- within 15 seconds. The benefits of implementing various controls enable utilities to keep costs under control and the grid operating optimally.

The system is Internet Protocol (IP) based. The hardware is made in the USA. All software runs on servers installed inside the utility’s secured IT infrastructure, thereby providing the most secure, safe and reliable operations.

Forward-thinking Technology

“RMLD has clear plans to expand the program and Sequentric’s forward-thinking technology will allow them to grow it in a number of very innovative ways.” According to Daniel Flohr, CEO of Sequentric, “This initial deployment will provide the core of a network that can easily grow to include more

programs, more homes, more customers and a whole range of sophisticated smart grid capabilities.” He added, “And as RMLD expands the program and brings these offerings online, we are delighted that Sequentric’s technology will be at the core of the efforts to help control costs, while keeping its electric service safe, reliable and efficient.”

According to Jared Carpenter, energy efficiency and renewable engineer at RMLD, “Sequentric and HD Supply Power Solutions have been great to work with — the equipment was delivered on time and their technical support has been very responsive. Installations in customer homes have gone quickly and the technology is working flawlessly.” Mr. Carpenter continued, “The Sequentric management server and SQL database (Structured Programming Language), installed easily in our secured IT datacenter (Information Technology). Immediately, it enabled the automation of our customized load-shedding schedules, gave us the ability to override the shedding schedules for holidays and provided near instantaneous all-points load-shedding capability. We are now collecting a tremendous amount of data that we are analyzing daily to help determine new demand management strategies. For more than 118 years RMLD has focused on providing reliable service at competitive rates to our customers. Maintaining that commitment requires investigating innovative ideas and solutions. We look forward to exploring these kinds of options with HD Supply Power Solutions and Sequentric as we expand the system.”

“HD Supply responded to RMLD’s technical RFP and won by bringing in the best-in-class technology for Reading’s needs, in this case Sequentric” said Sam Watts, regional vice president, automation, HD Supply Power Solutions. “HD Supply Power Solutions works hard to ensure that we help our customers find the right technology with the most value for their Smart Grid deployments.”

About Reading Municipal Lighting Department

Today, RMLD serves more than 29,000 customers in its four-town service area. Established in 1894, RMLD today is made up of a professional staff of 70+ employees who bring a broad scope of utility experience to RMLD’s daily operation, including an up-to-date understanding of the evolving energy market. For more information, visit the RMLD website at www.rmld.com.

About HD Supply Power Solutions

HD Supply Power Solutions (www.hdsupplypowersolutions.com) offers the industry's most extensive portfolio of products, services and solutions for the public power, investor-owned utilities, construction and industrial markets. It is a business of HD Supply (www.hdsupply.com), a leading industrial distribution company, providing a broad range of products and services to professional customers in the infrastructure and energy, maintenance, repair and improvement and specialty construction markets.

About Sequentric

Producers of innovative smart grid technologies, Sequentric has been actively redefining demand response solutions since 2007. Selling direct to utilities and through its original equipment manufacturer (OEM) and distribution partners, Sequentric continues to prove the value of its leading edge energy solutions as its technologies are deployed by utilities throughout North America. Privately held, the company is assembling an extensive patent portfolio based on pioneering networked load-management technologies. Please visit us at www.sequentric.com or email info@sequentric.com for more information.

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