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PECAN STREET PROJECT JOINS TEXASISHOT COALITION

Joint effort aims to transform the way Texans view their energy use, and make Texas a model for energy conservation and innovation.

AUSTIN, TEXAS – The Pecan Street Project Inc. has joined the TexasIsHot Coalition to empower Texas business and residential consumers to use and think about energy in a new way.

“Texas’ energy challenges require resolve, imagination and, most of all, collaboration,” said Pecan Street Project executive director Brewster McCracken. “By partnering with the TexasIsHot Coalition we can extend our effort’s reach, leverage our resources and ensure that Austin’s energy grid continues to be a test-bed for technologies, products and services that will transform our state’s energy system.”

Launched in December 2009, the Pecan Street Project is working with the University of Texas, Environmental Defense Fund, the Department of Energy, CAPGOC, the City of Austin, The Greater Austin Chamber of Commerce and Austin Energy to redesign the energy system. Backed by a \$10.4 million Smart Grid grant from the Department of Energy, the Project will work with 1,000 residential and 75 commercial volunteers in Austin’s Mueller neighborhood to test renewable energy technologies, energy management solutions and new utility business models. The five-year demonstration will include new billing systems, smart appliances, household connections for plug-in hybrid vehicles, landscaping techniques and solar power installations. The goal is to create a successful clean energy community that cities across Texas and around the country can emulate.

The TexasIsHot Coalition has one mission – to promote the benefits of increased energy efficiency in Texas. In addition to community outreach and regular e-mail newsletters, the Coalition includes a comprehensive Web site – www.TexasIsHot.org – that includes the latest news concerning energy efficiency, quick and easy tips, and interactive tools for consumers to analyze personal energy use and better understand the financial benefits of conservation. Since its launch in March 2009, TexasIsHot has aggressively increased its

partnerships, Web site traffic and newsletter membership.

“We are excited to have the Pecan Street Project join TexasIsHot,” said John King, a TexasIsHot Coalition spokesman. “The Pecan Street Project’s innovative approach and leadership in the area of energy use is a perfect fit with our mission. Together we hope to not only transform the way Texans view their energy use, but to make Texas a model state for energy conservation and innovation.”

About TexasIsHot

The TexasIsHot Coalition’s goal is to educate consumers about how to be more energy efficient and how to take control of their consumption and their bills. The Coalition’s Web site – www.TexasIsHot.org - provides the latest energy efficiency news, quick and easy tips to conserve electricity, and interactive tools to show the financial impact of small changes in daily life. The Coalition also provides regular e-mail updates and other educational forums to put Texans in control of their energy use and costs. Coalition members include: Uncork, AECT, Entergy Texas, Luminant, the Pecan Street Project, Pedernales Electric, TXU Energy, The City of Houston and Time Warner Cable.

About the Pecan Street Project, Inc

The Pecan Street Project, Inc. is a 501(c)(3) organization in Austin, Texas. Originally a community-based collaboration of volunteers, the effort incorporated in August 2009 and produced an initial report of smart grid implementation recommendations to the Austin region in March 2010. Founding board members of the organization are: Roger Duncan, former general manager of Austin Energy (Board President); Randi Shade, Austin City Council Member; Jim Marston, EDF; Dr. Tom Edgar, Professor of Engineering, University of Texas; Isaac Barchas, UT's Austin Technology Incubator; and Jose Beceiro, Austin Chamber of Commerce.