



**Editorial Contact:**

Chris Myers, SmartSynch  
601-209-1315; [cmyers@smartsynch.com](mailto:cmyers@smartsynch.com)

**Memphis Light, Gas and Water (MLGW) Selects SmartSynch Solution  
for Smart Grid Demonstration Project**

*Project will extend smart grid benefits to approximately 1,000 households and enable MLGW to develop business case for system-wide deployment*

**JACKSON**, Miss., August 12, 2010 – SmartSynch, Inc., a Smart Grid technology company utilizing standard IP communications via cellular networks, has been selected by Memphis Light, Gas and Water (MLGW)—the largest three-service public utility in the nation—as the solutions provider for its three-year Smart Grid Demonstration Project launched earlier this year. SmartSynch will provide approximately 1,000 participating households with SmartSynch SmartMeters™ that will automatically read and record hourly information about their energy usage and the cellular network services to enable two-way communications between MLGW, the smart meter and participating customers.

SmartSynch will also provide in-home energy displays to half of the participants to monitor real-time energy use and cost information. The remaining half will be able to monitor their usage information online via a special MLGW website. As an added benefit, participants will no longer be subjected to estimated meter readings, or the need to report outages (since the smart meters will send outage signals automatically to the utility). MLGW will install hardware for the 1,000 participants later this year.

For MLGW, the goal of the demonstration is two-fold: a) begin informing and motivating customers to better control electricity usage; and b) gain sufficient results and participant feedback to develop a business case for the future deployment of smart grid solutions throughout its entire service territory. In 2008, MLGW households used 36 percent more electricity than the U.S. average. Smart grid technology is another tool to help customers identify energy consumption and make improvements to lower their usage—while lowering their utility costs.

“We are pleased that our smart grid solution will play a role in helping MLGW bring their electricity grid into the 21<sup>st</sup> century,” said Stephen Johnston, SmartSynch’s chief executive officer. “This is yet another testament to the value of smart grid solutions utilizing existing cellular networks in lieu of a multi-million dollar private network build-out. Without existing cellular networks, it would be economically impossible for MLGW to strategically deploy this depth of remote functionality in increments of one to two thousand households.”



For more information, visit [www.smartsynch.com](http://www.smartsynch.com).

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#### **About SmartSynch**

SmartSynch has been the only provider of standard, IP communicating end-to-end smart grid solutions utilizing public wireless networks for the utility industry since 2000. Our clean-tech innovations in the two-way delivery of real-time energy usage data over public wireless networks, in lieu of proprietary networks, have to-date simplified deployments for 100 major North American utilities, while enabling their clean-energy initiatives and delivering greater Returns on Resources.

As a smart grid infrastructure company, SmartSynch's IP-based solutions are capable of delivering grid intelligence to and from any device. Our products and services include SmartMeters™ and SmartBoxes™ that immediately IP-enable the grid, software solutions, and network management services for utilities and their customers, as well as clean-tech companies in need of remote communications and control functionality for products ranging from solar panels to plug-in hybrid vehicles. For more information, visit [www.smartsynch.com](http://www.smartsynch.com) and follow SmartSynch on Twitter at [www.twitter.com/smartsynch](http://www.twitter.com/smartsynch).