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NEWS RELEASE

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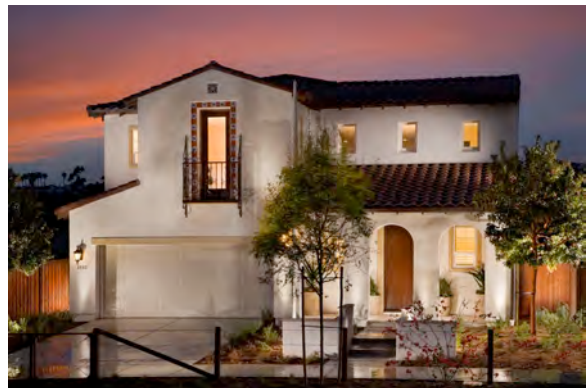
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EcoDog FIDO Home Energy Watchdog Highlights Energy Efficiency at Brookfield's Rockrose EcoSavvy Homes Grand Opening

San Diego Cleantech Innovator Celebrates First New Home Installation

CARLSBAD, Calif. — March 30, 2010 — EcoDog, Inc. (<http://www.ecodoginc.com>), a leader in home energy efficiency and management, announced that its FIDO Home Energy Watchdog system has been selected as the home energy management option for the eco-savvy Rockrose at The Foothills neighborhood by new home builder Brookfield Homes. This marks EcoDog's first installation in the new homebuilder market. The innovative builder showcased three new home models featuring a variety of water and energy saving features and options at their grand opening event Saturday March 27.



"Visitors to the properties will see dozens of ways Brookfield has incorporated an eco-savvy approach from water-saving landscaping to high-efficiency furnaces as well as options for even greater energy saving with solar power. One of the most popular sales office displays has been the demonstration of EcoDog FIDO energy monitoring option, showing potential home buyers exactly how much energy and money may be saved with the standard and optional features at Rockrose homes," noted Lora Heramb, vice president of sales and marketing for Brookfield Homes.

EcoDog CEO Ron Pitt added, "We're honored to be a part of this forward-thinking neighborhood where visitors and new homeowners will be able to see first hand how being green can be easy and economical too. Our FIDO Home Energy Watchdog system will help homeowners make decisions about the best way to balance energy saving, convenience and comfort to fit their personal lifestyle."

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EcoDog's FIDO system consists of a hardware interface option available for any new Rockrose home coupled with easy-to-use FIDO Advisor monitoring software that shows residents a floor plan of their home with detailed information about where they are using electricity along with personalized energy-saving strategies based on individual usage patterns. The system allows users to see their electricity consumption (in both dollars and KiloWatt/Hours) in real time and view exactly how their power is consumed on an hourly, daily or monthly basis. This enables users to lower utility bills by 15-25% or more by receiving caution notices to avoid higher billing tiers and identifying “energy hogs” in the home. The system will ultimately allow users to save significantly more money while reducing critical peak demand for electricity by avoiding expensive Time of Use or Peak Day surcharges anticipated when SDG&E starts charging market rates for electricity as early as next year.

In addition to being available as a standalone energy management option, FIDO will be the default monitoring system for solar power options offered by Brookfield at Rockrose. It provides the most detailed monitoring of alternative power generation on the market today so that homeowners can track savings and optimize configurations of their solar power systems for maximum return on their investment.

About Ecodog, Inc.

EcoDog, Inc. — recently awarded CommNexus Greatest Gadget 2009 honors for its FIDO Home Energy Watchdog System — is committed to designing, building and making available the tools necessary to easily and affordably monitor energy use, oversee alternative energy generation and control energy consumption to reduce homeowners' expenses while lowering demand for electricity.

About Brookfield Homes Rockrose

The single-family detached homes at Rockrose range from approximately 2,116 to 3,167 square feet. The four floor plans have three to four bedrooms and two to 4.5 bathrooms. For more information, call 888-284-8861 or visit the Rockrose model homes and sales information center at 3538 Glen Ave., in Carlsbad. To join a priority list of pre-qualified buyers, visit the sales office or <http://www.brookfieldsd.com/j/i/32260/RockroseOverview.html>.

Photos of Rockrose homes, grand opening and EcoDog FIDO product are available at: <http://bit.ly/EcoDog>

Keywords: home energy management, cleantech, alternative energy, demand response, energy monitoring, smart meter, smart grid, new home builder, solar power