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NEWS RELEASE

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EcoDog Debuts Innovative Residential Solar Power Monitoring System at San Diego Earth Fair

Local Startup to Offer Free Installation for Earth Fair Buyers of Both Solar and Home Energy Monitoring Systems

SAN DIEGO — April 15, 2010 — EcoDog, Inc. (<http://www.ecodoginc.com>), an innovator in home energy efficiency and monitoring systems will demonstrate their new FIDO Home Energy Watchdog system at San Diego's Earth Fair in Balboa Park on April 18. The company has recently added the industry's most advanced solar power monitoring capabilities to the FIDO product line. Winner of San Diego CommNexus 2009 Gadget of the Year Award, the FIDO system is designed to give homeowners a room-by-room graphic overview of their energy use complete with real-time rate information, user-defined text notifications and personalized saving tips based on individual usage patterns. The new solar monitoring features enable comprehensive in-home net metering that displays alternative energy input from multiple sources, compares generation versus consumption in real time and calculates savings in both dollars and KiloWattHours.

According to EcoDog CEO Ron Pitt, "In our pilot release programs, EcoDog FIDO systems have proven to be so useful at helping homeowners improve their residential energy efficiency, we started receiving requests from solar power distributors who wanted to help their customers maximize the return on their alternative energy investments. By adding solar monitoring features to FIDO, we believe that we now offer the only alternative energy monitoring system with this level of granularity that also records actual dollars saved while providing a live dashboard of energy generated."

EcoDog's FIDO Home Energy Watchdog system consists of an easy-to-use software package along with hardware interface modules for the breaker panel and computer. Typical FIDO users can expect to save 15 to 25 percent or

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more on their home electric bills, but the system can also be used to identify "energy hogs" in the home as well as looming peak energy use charges that will enable significantly greater savings.

The staff from the north county firm will be on hand to demonstrate the system's features in Booth #712 at Earth Fair where they will be offering free installation for customers who place a refundable deposit this weekend.

EcoDog's FIDO systems are also on display at Brookfield's new eco-savvy Rockrose model homes at the sales office in Carlsbad where they are available as an option for residential energy monitoring and as the standard management package for the solar options offered for the Rockrose community.

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.

Keywords: home energy management, cleantech, alternative energy, solar, demand response, energy monitoring, smart meter, smart grid.