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## NEWS RELEASE

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## EcoDog Introduces Advanced Residential Solar Power Monitoring

### *FIDO Solar Energy Watchdog Enables Detailed View of Alternative Energy Generation and Consumption in Dollars and KWhr; Tallies Real-Time Savings with In-Home Net Meter*

**SAN DIEGO** — April 22, 2010 — EcoDog, Inc. (<http://www.ecodoginc.com>), an innovator in home energy efficiency and monitoring systems has announced the release of its new FIDO Solar Energy Watchdog system. Based on input from solar integrators seeking to provide more comprehensive information about energy use and real world savings to their customers, EcoDog has added the industry's most advanced solar power monitoring capabilities to its award-winning FIDO product line. FIDO gives homeowners a room-by-room graphic overview of their energy use complete with real-time rate information, personalized saving tips based on individual usage patterns and user-defined text notifications. The system's new energy generation monitoring capabilities offer the same level of detail for any type of alternative energy input including solar, wind and even emergency generators. These features enable comprehensive in-home net metering that displays alternative energy input from multiple sources, compares energy generation versus consumption in real time and calculates savings in both dollars and Kilowatt-Hours.

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.

EcoDog's FIDO systems are available now with free installation offered for Southern California orders placed during the month of April in honor of Earth Day. In addition, the systems are on display at Brookfield's new eco-savvy Rockrose model homes at the sales office in Carlsbad (<http://bit.ly/RockRose>) 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.

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