



925 Poinsettia Ave, Suite 1  
Vista, CA 92081-8452  
P. 760.842.5941  
Toll-Free 877.4.ECODOG  
F. 866.316.3303  
[www.ecodoginc.com](http://www.ecodoginc.com)

## NEWS RELEASE

### Corporate Contact:

Susan Connell  
VP Marketing  
EcoDog, Inc.  
760-842-5941  
[susan@EcoDogInc.com](mailto:susan@EcoDogInc.com)

### Media Contact:

PJ Jennings  
Jennings & Associates Communications, Inc.  
760-471-7376  
[pj@jandacommunications.com](mailto:pj@jandacommunications.com)  
[www.jandacommunications.com](http://www.jandacommunications.com)

## EcoDog Wins Seat at Prestigious CONNECT Cleantech Venture Roundtable

**SAN DIEGO** — June 24, 2010 — A panel of industry experts and business leaders joined together to select EcoDog, Inc. (<http://www.ecodoginc.com>), an innovator in home energy efficiency and management, as one of five winners in the 2010 CONNECT Cleantech Venture Roundtable (<http://bit.ly/cwBwsh>), a highly selective competition that attracted a broad range of applicants from various cleantech fields to evaluate their venture-readiness. The five companies chosen win an invitation to present their business plans to an exclusive group of venture capitalists at the June 24 event hosted by Procopio, Cory, Hargreaves & Savitch LLP at their San Diego headquarters.

“CONNECT’s programs are a real asset to cultivating innovation in San Diego and we’ve benefitted greatly from the collective expertise of their members as we’ve developed our business plan,” stated Ron Pitt, CEO of EcoDog. “We know that the cleantech space is very competitive and were honored to be selected as one of the winners of this event.” The selected companies passed a rigorous screening process conducted by two separate panels to have the opportunity to present at the Cleantech Venture Roundtable. In addition to EcoDog, winners include: AER Sustainable Energy, Diomede Storage, Lightwave Photonics, and PCN Technology.

At the event, Bill Walton, CleanTECH San Diego board member, NBA legend, Green Ambassador to Greener Dawn and Emmy award winner for an environmental documentary, will provide a luncheon keynote presentation on his cleantech activities with San Diego start-ups and on the cleantech opportunities in the action and sport innovation space. Walton is Executive Chairman of CONNECT’s San Diego Sport Innovators which represents the region’s 600+ action sport and active lifestyle companies. In addition to Procopio, the event’s Support Sponsors

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include KPMG and Nielsen Construction. CleanTECH San Diego and San Diego Venture Group are participating as event partners.

During the roundtable evaluations, EcoDog's staff showcased their hardware and software tools that enable homeowners to lower utility bills while contributing to overall reduction in demand for electricity. The company's FIDO Home Energy Watchdog System shows users exactly how and where they are consuming electricity on a real-time basis with room-by-room detail to achieve typical monthly savings of 15 to 25 percent and more. As utilities roll out new Smart Meters, significantly greater savings are anticipated because FIDO allows users to avoid costly peak use surcharges. EcoDog's FIDO system also offers the industry's most advanced monitoring of solar and alternative energy generation.

#### **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 CONNECT**

CONNECT is a nonprofit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. Since 1985, CONNECT has assisted in the formation and development of over 2,000 companies and is widely regarded as the world's most successful regional program linking inventors and entrepreneurs with the resources they need for success. CONNECT focuses on research institution support, business creation and development, entrepreneurial learning, access to capital, public policy advocacy, awards, recognition and networking. For more information, please visit [www.connect.org](http://www.connect.org).

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