



5945 Pacific Center Blvd.
Suite 509
San Diego, CA 92121-6305
P. 858.880.0178
Toll-Free 877.4.ECODOG
www.ecodoginc.com

NEWS RELEASE

Corporate Contact:

Susan Connell
VP Marketing
EcoDog, Inc.
858.880.0178
susan@EcoDogInc.com

Media Contact:

PJ Jennings
Jennings & Associates Communications, Inc.
760-431-7466
pj@jandacommunications.com
www.jandacommunications.com

***BUILDING PRODUCTS* Magazine Selects EcoDog's FIDO Home Energy Watchdog as a 2010 Green Product Award Winner**

SAN DIEGO and WASHINGTON, DC — Nov. 16, 2010 — *BUILDING PRODUCTS* magazine has selected EcoDog's FIDO Home Energy Watchdog as one of only 16 award recipients in its third annual Green Product Awards contest, with the winners representing some of the best new eco-friendly products for the home. In addition to EcoDog, winners included Bosch Appliances, CertainTeed Photovoltaic Solar Roofing, Delta Addison Faucets and Jeld-Wen Fiberlast Doors among others. Products were judged on their green and sustainable attributes, including energy efficiency, resource efficiency, and comfort. Each product also was evaluated on its innovation and overall value to residential construction professionals employing green building practices. Open to all categories of residential building products, materials, and technologies introduced between April 2009 and April 2010; award winners represent the best new products that contribute to green-built homes and that bring the most value to builders, remodelers, or architects and their clients.



"With the sustainable building movement going strong, the market has been flooded with green-labeled products," said Jean Dimeo, editorial director for *BUILDING PRODUCTS* and its website, ebuild.com. "The winners of the annual Green Product Awards stand out from the pack by not only contributing to an environmentally friendly, durable, or healthy home, but also by boasting innovative features, eye-catching aesthetics, or other valuable benefits to the contractor and the consumer."

EcoDog's CEO Ron Pitt noted, "We're honored that *BUILDING PRODUCTS* magazine has selected us for this award. It serves as confirmation of the positive feedback we've received from green builders and contractors who

MORE MORE MORE

have found that our product not only helps their customers save money through improved energy efficiency, it also enables them to easily quantify the savings (and return on investment) for other energy efficiency improvements.”

Launched in March 2010, EcoDog’s FIDO Home Energy Watchdog is an easy-to-use hardware/software system that shows homeowners exactly how and where they are consuming electricity on a real-time basis with room-by-room detail of actual utility charges to achieve typical monthly savings of 15 to 25 percent and more. As utilities roll out new Smart Meters, significantly greater savings for consumers 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 including highly accurate net metering for feed-in tariffs in locations where homeowners can sell excess power generated back to the utility.

The third annual Green Product Awards will be featured in the Fall 2010 issue of *BUILDING PRODUCTS* magazine and on ebuild.com.

About EcoDog, Inc.

EcoDog, Inc. (www.ecodoginc.com) is committed to designing, building and making available the tools necessary for homeowners 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 BUILDING PRODUCTS

Published by Hanley Wood, LLC, BUILDING PRODUCTS is the premier information source for builders and remodelers searching for what's new in building materials and products. 50,000 high-volume builders and remodelers count on BUILDING PRODUCTS for up-to-date information on the newest and most innovative products in the industry.

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