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NEWS RELEASE

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Clary Solar Celebrates Earth Day as Authorized Dealer for EcoDog's Enhanced Solar Energy Monitoring System

SAN DIEGO — April 22, 2011 — EcoDog, Inc. (<http://www.ecodoginc.com>), a leader in home energy efficiency and management solutions, announced that Clary Solar is an authorized dealer for EcoDog's FIDO Home Energy Watchdog featuring the most advanced alternative energy monitoring system on the market today. "At Clary, we are especially concerned about helping to achieve the long-term goals of the client and believe that Earth Day is a good time to reinforce that saving energy offers the best return on investment for consumers aiming for a greener lifestyle. However, many users are surprisingly unaware of where their energy is being used and EcoDog helps hone in on their usage. The FIDO Energy Watchdog is an ideal solution for homeowners because it shows both consumption and production from the solar system, allowing us to design systems so that customers get the most economical system with all the power that they really need," observed Junaid Qazi, president of Clary Solar.

EcoDog CEO Ron Pitt noted, "We're impressed with Clary's level of customer service that has led to their substantial growth in the solar markets. Over the years they have demonstrated their understanding of how to help customers maximize the return on their solar investment and we believe that EcoDog's FIDO Energy Management capabilities will help further that tradition."

EcoDog's FIDO system consists of a hardware interface coupled with easy-to-use FIDO Energy Advisor monitoring software that shows detailed information about where homeowners are using electricity along with personalized energy-saving strategies based on individual usage patterns. The system allows users to see their real time electricity generation as well as consumption in both dollars and kilowatt-Hours (KWHrs) and view exactly how their power is consumed room-by-room on an hourly, daily or monthly basis. This effectively gives users an in-home net meter that shows the actual cost of their energy usage compared to that generated by their solar panels to assure maximum savings. FIDO will also send GridSmart™ Messages via text or e-mail to advise users of systems status, approaching higher billing tiers, or unusual consumption patterns that may require attention. Traditional solar

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monitoring systems have typically shown only generation in KWHrs with no information about cost or energy used by the homeowner.

Clary's Qazi concluded, "We were especially gratified when a recent customer called to report that her new EcoDog FIDO system was the best present ever. She'd been so frustrated by \$600 electric bills that she was about to put her house on the market. With FIDO's help she was able to identify the source of an energy leak in the home and bring her electric use back to a reasonable rate. FIDO's design shows that the EcoDog team put a lot of thought into the system details and their customer service adheres to Clary's high standards. All the common sense issues and functionality are implemented to perfection so the product is easy to use and assures maximum savings for the user. We've been very happy to add EcoDog energy management capabilities to our portfolio of solutions."

About Clary Solar

Clary companies have been in business since 1954. In 2008 Clary ventured into renewable energy solutions by incorporating Clary Solar. Their goal is to provide technological solutions to local business, government and educational institutions with one goal in mind: to improve their operational efficiencies while reducing costs. By providing quality service and immediate responsiveness to a customer base of over 25,000 corporate, educational and government accounts, Clary has become a trustworthy provider of state-of-art end-to-end technology solutions, which now include solar electrical systems for residential and commercial properties. The company offers customized solar solutions with an emphasis on preserving the environment, saving customer's money on their utility bills, and getting one step closer to becoming energy independent. For more information call (888) 662-4743 or visit www.ClarySolar.com.

About EcoDog, Inc.

EcoDog, Inc. — winner of Building Products Green Products 2010 Awards and 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: Earth Day, home energy management, cleantech, alternative energy, solar power, demand response, energy monitoring, energy efficiency, smart meter, smart grid.