

FOR IMMEDIATE RELEASE

**GELTZ COMMUNICATIONS TO PROVIDE MARKETING AND COMMUNITY
OUTREACH SERVICES FOR CONSOLIDATED EDISON ENERGY
EFFICIENCY PROGRAM**

PASADENA, CA – November 2, 2009 - Geltz Communications, Inc. (Geltz) has been chosen to work with Willdan Energy Solutions (WES), a wholly-owned subsidiary of Willdan Group, Inc. (“Willdan”) as a marketing subcontractor on WES’s \$67 million contract with Consolidated Edison Company of New York, Inc., (Con Edison), a subsidiary of Consolidated Edison, Inc. to implement Con Edison’s new energy efficiency program for small business customers. The initial contract work will commence in the current quarter, with most of the work scheduled to be completed by the end of 2011.

The program is one of several designed by Con Edison to help the State of New York achieve its energy and greenhouse gas emissions reduction goals. It will offer small business customers free energy surveys, pay up to 70 percent of the installed cost for most energy-saving measures, and install, at no charge to the customer, equipment such as compact fluorescent lamps, water faucet aerators, and high pressure rinse valves.

As the marketing subcontractor, Geltz will manage the marketing field team going door-to-door to present the program to small businesses, and sign them up for an energy efficiency survey. Additionally, Geltz will work closely with Willdan to implement a grassroots marketing effort aimed at small businesses within the Con Edison service territory. Some of these marketing tactics include, but are not limited to, targeting opinion leaders, working with local associations, developing key marketing program partnerships and developing collateral materials.

As the program implementation contractor, WES’ responsibilities will span marketing outreach, completing on-site energy efficiency surveys, implementing energy-saving projects, and partnering with the community and local businesses. WES has paced the industry in managing programs and projects that result in substantial energy savings. Its rapid growth has been fostered by its exceptional engineering expertise, versatility, solid management acumen, and innovative solutions to their clients’ challenges.

About Geltz Communications, Inc.

Geltz is an award-winning marketing communications firm delivering strategic branding, marketing, and community-level outreach for viral energy and water efficiency programs. The company’s expertise lies in communicating complex technical concepts by means of simple, engaging strategies and tools. The company is particularly adept in working nationwide with investor-owned utilities, municipalities and governmental agencies to provide outreach programs to hard-to-reach markets in accelerated time frames through community-level diffusion channels. The firm’s headquarters are located in Pasadena, California, with a branch office in Manhattan, New York City. For more information, visit www.geltzcomm.com.

About Willdan Energy Solutions

WES is one of the nation’s preeminent energy efficiency and sustainability consultant firms, providing specialized energy, water, and resource management services to create innovative and effective solutions to challenging problems. WES’ subject matter experts and key staff—with more than 20 years combined experience in the energy, sustainability, and information technology fields—provide services that include energy efficiency and water conservation project implementation, sustainability and renewable energy design, and information technology for the utility industry. WES works with utilities on energy efficiency program design, provides

mechanical and electrical engineering support services, conducts audits, and consults with clients on corporate energy initiatives, sustainability, and administering conservation programs.

About Willdan Group, Inc.

Founded over 40 years ago, Willdan Group, Inc. is a provider of outsourced and consulting services to public agencies located primarily in California and other western states. Willdan Group, Inc. assists cities and other government agencies and, to a lesser extent, private industry and public utilities with a broad range of services, including civil engineering, building and safety services, geotechnical engineering, energy efficiency, water conservation, renewable resource strategy, financial and economic consulting, and disaster preparedness and homeland security. For additional information visit Willdan's web site at www.willdan.com.

About Con Edison

Con Edison is a subsidiary of Consolidated Edison, Inc. ED, one of the nation's largest investor-owned energy companies, with approximately \$14 billion in annual revenue and \$34 billion in assets. The utility provides electric, gas and steam service to more than 3 million customers in New York City and Westchester County, New York. For additional financial, operations and customer service information, visit Con Edison's web site at www.coned.com.

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