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FOR IMMEDIATE RELEASE

**Geltz Communications to Provide Marketing for
Southern California Edison A/C Quality Program**

PASADENA, CA, November 2006: Geltz Communications has signed a contract to provide downstream marketing for Southern California Edison's A/C Quality Program, an energy efficiency program designed to save 168,517 megawatt hours of electricity usage in the residential and commercial markets during program years 2006-2008.

Geltz is a subcontractor to the program's prime contractor, Conservation Services Group (CSG), a company that specializes in the design, development and delivery of energy efficiency and renewable energy programs. CSG, headquartered in Westborough, Massachusetts, also has offices in California, Florida, Illinois, Iowa, New York, Oregon, Texas, Vermont and Wisconsin.

The overall strategy of the A/C Quality program is to change contractor behavior and make premium efficiency equipment and quality installation the standard practice for the industry. The program provides \$37 million in incentives to participating contractors.

Geltz Communications is responsible for marketing the program to the downstream market of residential and commercial customers. Geltz is also working with Resource Solutions Group, Inc. of Half Moon Bay in marketing the program to the midstream market of contractors.

Pasadena-based Geltz Communications specializes in the design, development and delivery of marketing and sales programs for the energy efficiency, energy and water conservation and demand response industries. Clients include the four California investor-owned utilities, municipal utilities, water districts and utilities and energy firms throughout the United States.

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