

Contact: Susan Carrier
Geltz Communications
(626) 568-8412 scarrier@geltzcomm.com

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**Geltz Communications to Provide Marketing for
San Diego Gas & Electric Company's HVAC Program**

PASADENA, CA, November 2006: Geltz Communications has signed a contract to provide downstream and midstream marketing for San Diego Gas & Electric's A/C TIME program, an air conditioning energy efficiency program designed to save 50 million kilowatt hours of annual electricity usage and 10.8 megawatts of demand in the residential and commercial markets. The program will run from 2006-2008.

Geltz is a subcontractor to the program's prime contractor, KEMA, an enterprise specializing in high-grade technical consultancy, inspection, testing and certification. Established in 1927, KEMA supports worldwide clients concerned with the supply of electrical power and other forms of energy. With corporate headquarters in the Netherlands, KEMA has offices in four continents – North America, South America, Europe, Asia and Australia.

The overall strategy of the A/C TIME Program is to provide incentives and training to air conditioning contractors to achieve energy savings goals in two main areas: by providing tune-ups and repairs that improve the operation of existing equipment and by retrofitting old air conditioning equipment with new high-efficiency systems.

Geltz Communications is responsible for marketing the program to the midstream market of HVAC contractors and the downstream market of residential and commercial customers. Geltz is also working with Conservation Services Group in marketing the program to contractors, distributors and manufacturers.

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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