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**FOR IMMEDIATE RELEASE**

**Geltz Communications Continues Marketing Support for  
Small Business Energy Alliance**

**PASADENA, CALIFORNIA, OCTOBER 2006:** Geltz Communications has been selected to provide marketing support for the 2006-2008 Small Business Energy Alliance (SBEA). The SBEA's Energy Savers Program will make available more than \$1.5 million in public goods funding so that small and medium-sized businesses can implement energy saving improvements. The program is available to Pacific Gas & Electric customers in six Northern California counties: Lake, Marin, Mendocino, Napa, Solano and Sonoma Counties.

Geltz has provided branding, strategic consulting and marketing support for the SBEA since its inception in 2002. Since that time, participating Northern California businesses have saved more than \$2 million in annual energy costs. The energy efficiency measures have reduced electric usage by nearly 15 million-kilowatt hours a year – enough to meet the annual energy needs of 1,500 households. Mention that three of the customers plus SBEA have won national awards from Energy Star for Small business.

The SBEA program is administered by Sonoma-based The Energy Alliance Associates (TEAA), an energy firm specializing in administering non-utility energy efficiency programs.

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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*The SBEA's Energy Savers program is funded by California utility ratepayers under the auspices of the California Public Utilities Commission.*