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FOR IMMEDIATE RELEASE

**Optimal Technologies Selects Geltz Communications to Support Innovative
SEE Savings Program in San Diego County**

PASADENA, CALIFORNIA, OCTOBER 2006: Optimal Technologies has selected Geltz Communications to provide marketing, recruitment and training support for SEE Savings, an innovative energy efficiency demonstration project with San Diego Gas & Electric.

The SEE Savings program will utilize Optimal's SUREFAST[®] technology to provide energy analysis, management, control, automation and, ultimately, energy savings for 100 participating residential and 100 business customers in San Diego County. Geltz will form partnerships with chambers of commerce, city governments and school districts to market the program.

Optimal Technologies offers advanced, supply-side and demand-side management solutions targeted at the end-to-end optimization of power networks. The company's unique real-time optimization technologies and services have made possible lower cost, more reliable delivery of power with greater quality-of-power guarantees. With home offices in Alberta, Canada, and Benicia, California, Optimal also has offices throughout the United States and in Nairobi, Kenya.

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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