



ZIPHANY, LLC BECOMES MDMA CERTIFIED IN CALIFORNIA

Ziphany is now able to enable demand response providers in California

NORTH TONAWANDA, NY (USA), JUNE 21, 2007: Ziphany, LLC, a leading provider of software and data hosting solutions for the energy industry, announces that it has received certification as an MDMA (Meter Data Management Agent) from PG&E (Pacific Gas and Electric), the largest utility in the state of California, servicing 9.1 million electric and natural gas accounts and is one of the largest investor-owned utilities in the United States.

With energy costs and demand reaching record highs, demand response programs have become an integral part of controlling stress on the U.S. power grid. Ziphany, LLC, who provides demand response enabling technologies to demand response providers, saw an immediate need to earn certified status in California as a Meter Data Management Agent. With the 2007 revisions of PG&E's demand response programs, this was not a hard decision for Ziphany's management team.

As an MDMA, Ziphany is now able to perform functions in California for DR providers such as managing the meter read schedule, read and retrieve data, calculate usage, validate, edit and estimate meter data, format data and perform meter and/or device management. By providing these services, Ziphany enables demand response providers to focus on better servicing client needs and acquiring new business while Ziphany provides the data center and expertise needed to successfully participate in the many demand response programs available within PG&E's service territory.

Presently, Ziphany is certified as an MDSP (Meter Data Service Provider) in New York, an IBCS (Internet Based Communication System) provider in New England, PJM Mid-Atlantic, IESO-Ontario, Canada, and certified as an MDMA (Meter Data management Agent) in California.

About Ziphany:

Ziphany, LLC, an *ENERGY STAR* partner is a leading provider of intelligent software and data hosting solutions in the energy industry. Our tagline, "Instant Access to Critical Information", sums up the philosophy of our company. We exist to give clients instant access, from anywhere in the world, to the critical information of their business: the assets, the processes, the energy or any information critical to business operations. Ziphany's software applications transform data into knowledge. Knowledge is actionable, and helps manage your business successfully. To obtain more information, visit www.ziphany.com.

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