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Ziphany Recognized as a Leading Company Using M2M Technology Use: To Enable its Automated Demand Response Platform.

Summary: Ziphany is named to the M2M 100 for 2008 by M2M Magazine for its innovative machine-to-machine communication used for its automated Demand Response Platform. The technology enables unconstrained growth for Demand Response Providers everywhere.

Buffalo, NY (USA), December 19, 2007: Ziphany, LLC - a leading provider of software and technology solutions for the energy industry – was recently named to *M2M* magazine’s top 100 M2M companies, a list regarded as the definitive reference guide of leading companies in the emerging M2M industry. Election to the M2M 100 was based on the strength of Ziphany’s business model, its service portfolio, its momentum gained during 2007, and its potential for future growth.

Demand Response (DR) is an energy term for the shedding of load from the electric grid during peak times of energy usage. M2M is progressive technology used for the communication of devices.

Ziphany, with its Demand Response Platform (DRP) and M2M communication technology, enables nearly 8% of the nation’s demand response providers, and is poised for aggressive growth in 2008. “The combination of M2M communication and our DR platform ultimately connects machines to people and people to critical, real-time information,” said Nicholas Polcz, Ziphany’s Director of Operations. Polcz claims that the term “M2M” is evolving and taking on new meanings as it’s adopted, but that the most aggressive adoption of M2M has been by the energy industry. “It makes sense, that the need for accurate and timely data be seen in energy sectors which are daily being pressed to lower costs, increase efficiency and improve buying decisions. The best way to do that may be with an M2M-enabled demand response program.”

About Ziphany, LLC

Ziphany, based in Buffalo, NY and founded in 1999 is a private company and Energy Star Partner that exists to serve the energy industry by enabling aggressive business growth of its partners while significantly boosting bottom lines. By providing efficient, scalable, and comprehensive solutions on proven platforms, Ziphany is uniquely positioned to equip energy companies with the information and tools needed to grow business.

To Learn More: www.ziphany.com

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