

# Dow Jones Clean Technology Insight

## **GridPoint Lands Exclusive Marketing Deal With APPA Members**

6/17/2009 – GridPoint Inc. inked an exclusive deal with Hometown Connections International LLC, a utility services subsidiary of the American Public Power Association, to sell its smart grid software to APPA's 650 utility members.

Arlington, Va.-based smart grid company GridPoint provides software that helps utilities manage various electricity generation and smart grid functions, such as renewable generation and peak demand. Hometown provides services to APPA members, which are often small utilities.

Jeff Ross, head of product management and marketing for GridPoint, said in an interview with Clean Technology Insight that he couldn't disclose the value of this deal, but that it is significant because of the exclusive ability to market its product to all 650 utility members.

The company's technology allows a utility or a homeowner through a Web site that the utility can set up to manage, measure and control various forms of energy use and savings. It can help manage plug-in electric vehicles, solar panels, storage technologies, and household devices such as thermostats, electric water heaters and pool pumps. Smart grid technology can help reduce peak power demand that stresses the utility grid.

Hometown didn't respond to a request for comment.

Ross said demand has grown significantly for the company's product in the past two years and specifically in the past six months as companies have been anticipating the distribution of \$4.5 billion for smart grid development offered by the stimulus.

In March, GridPoint received an undisclosed amount of money from private equity firm Craton Equity Partners. Ross declined to disclose the amount of this investment.

In September, GridPoint said that it received a \$120 million equity financing to fuel its acquisition strategy and it had raised in excess of \$220 million as of that time.

The company's investors include Altira Group, Goldman Sachs Group, New Enterprise Associates, Perella Weinberg Partners, The Quercus Trust, Susquehanna International Group of Companies, and Robeco, part of Rabobank Group.

GridPoint also works with other smart grid technology companies like Control4 Corp., which makes in-home energy displays.