



BUSINESS OVERVIEW
JUNE 2009

Agenda

- Company and Program Overview
- How it Works
- E | W Services
- Next Steps
- Q&A

Edison | Wright

Enables government to create green jobs and reduce carbon emissions by promoting clean energy improvements for buildings

- Finances green improvements with voluntary property tax assessments
- Eliminates barriers to adopting green improvements
- No cost to government



Benefits to Property Owners

- Begin saving money immediately
- No up-front costs
- No impact on credit
- No loan application
- No sunk costs – subsequent owners assume payments

Benefits to Government

- Reduce greenhouse gas emissions by 10-50% per improved building
- Create green jobs
- Neutral impact on government budget



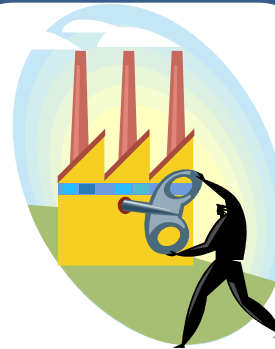
For Every 1,000 Properties



160 new
jobs



Invest \$10
million into
local
economy



Cut 1,400
tons of
carbon
emissions

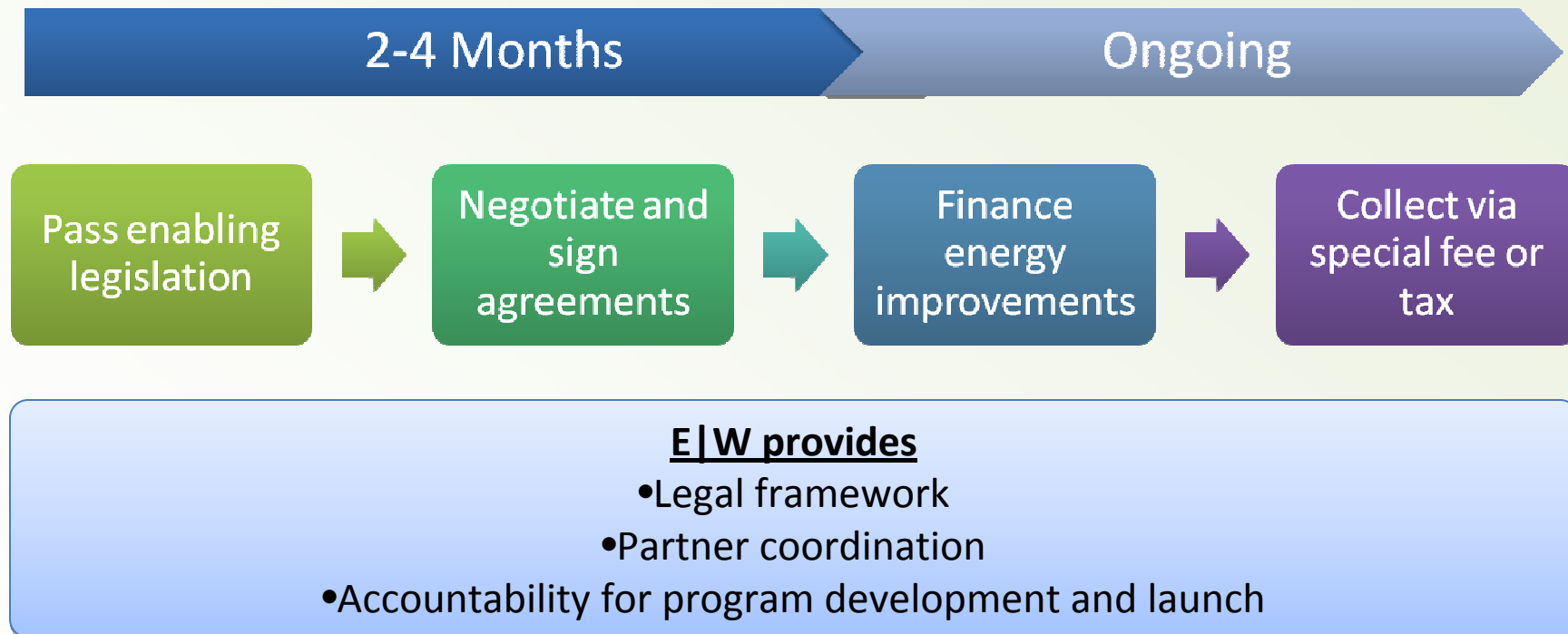


Save
\$340,000
annually on
utility bills

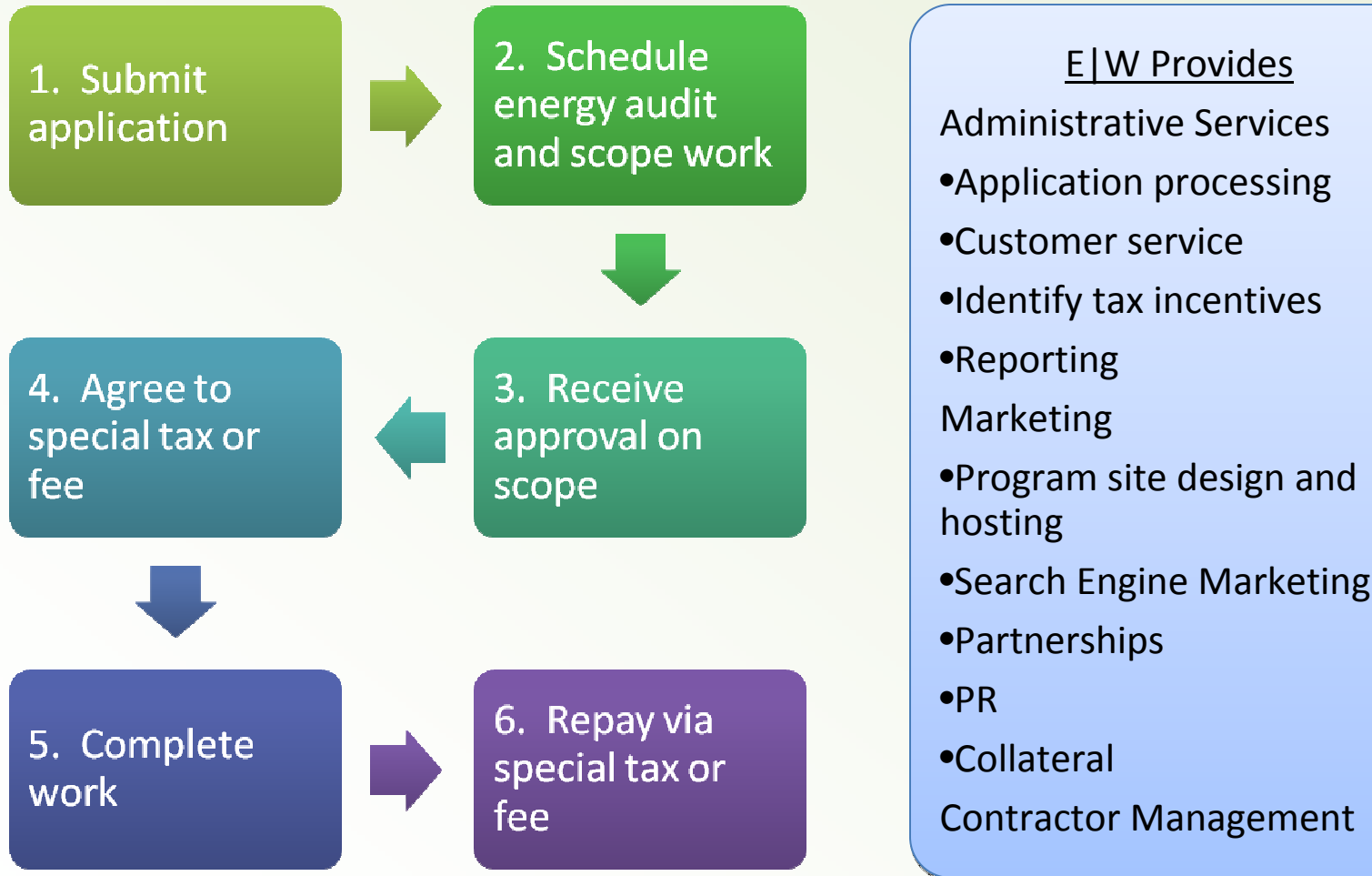
Assumptions

- Average cost of improvements \$10,000
- Average 7 tons/year carbon emissions per property (homes)
- Average \$140/month household utility bill (Pepco Rate Announcement, 3/7/06)
- 20% energy savings per project (range is 10 to 40%)
- 16 jobs created per \$1 million invested (Center for Working Families, Green Jobs NY Program Background, February 2009)

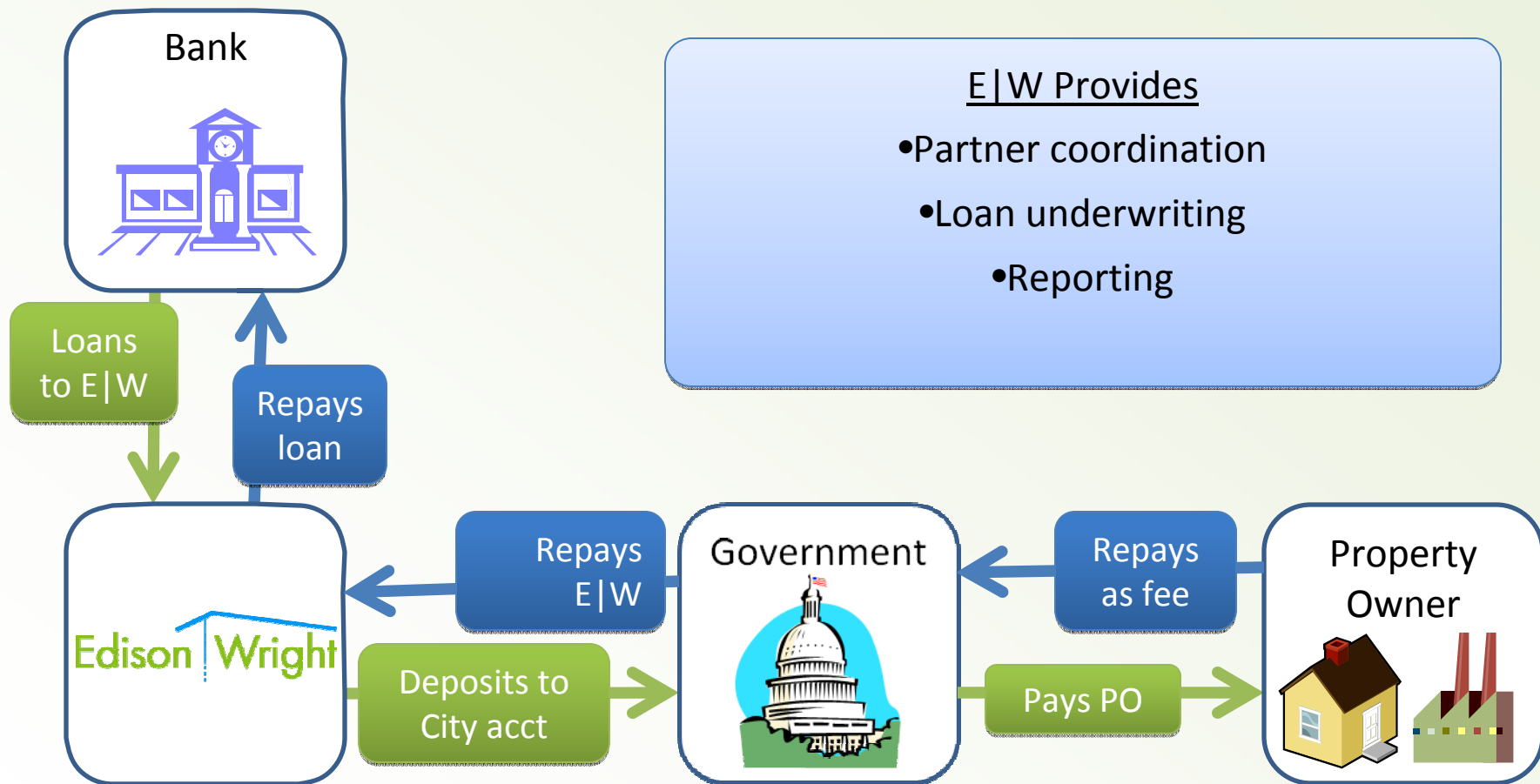
How it Works - Government



How It Works - Property Owner



How It Works - Financing



Edison | Wright Services Summary

Program Coordination

- Legal framework
- Partner coordination
- Accountability for program development and launch

Marketing

- Program site design and hosting
- Search Engine Marketing
- Partnerships and PR

Administration and Finance

- Application underwriting
- Customer service
- Reporting
- Contractor management



6/18/2009

Why Edison | Wright

- Complete solution includes project financing
- Outsource marketing, program development, and administration
- No need to hire additional full-time staff
- Minimal legislative overhead