



News Release

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FOR IMMEDIATE RELEASE

Xcel Energy Selects MetaVu to Evaluate SmartGridCity™ Pilot Project

Client Boasts Confidence in Consultants Understanding of both Valuation and Strategy

DENVER – MetaVu, Inc., a leading sustainability and environmental performance consulting firm, announced today that it has teamed with Xcel Energy to conduct a value measurement study of the company’s industry-leading SmartGridCity™ technology pilot project located in Boulder, Colorado. MetaVu will evaluate and measure the SmartGridCity™ system costs, benefits, integration and customer engagement associated with the two-year pilot.

Xcel Energy’s SmartGridCity™ is widely regarded as the most extensive and thorough test of electric grid automation and modernization technologies to date. According to Xcel Energy, SmartGridCity™ will be the first community with a fully integrated portfolio of smart grid technologies designed to offer environmental, financial and operational benefits. SmartGridCity™ is a comprehensive system that includes a digital, high-speed broadband communication system, upgraded substations, feeders and transformers, ‘smart’ meters, and Web-based tools. MetaVu will assist Xcel Energy quantify the impact of various grid upgrades on a variety of factors that impact customer rates and satisfaction, including:

- Capital optimization
- Operating expense reductions
- Fuel cost and associated environmental benefits
- Service level improvements
- Increased customer capabilities and information access

These impacts will be reviewed in light of technology-specific costs to maximize the lessons learned from the SmartGridCity™ pilot.

“Xcel Energy has made a commitment to its customers to maximize the lessons learned from the SmartGridCity pilot,” said Randy Huston, Executive Director of SmartGridCity™ and Project Executive at Xcel Energy. “The value measurement phase of the pilot is absolutely critical to pilot success and MetaVu has demonstrated an ability to understand the relationship between valuation and strategy in previous projects at Xcel Energy,” added Huston. “That capability,

plus their impartial perspective, led us to seek their assistance with the value measurement phase.”

“Our team applauds Xcel Energy for their vision and decision to engage MetaVu in this landmark value measurement project,” said Mark A. Serwinowski, President and Chief Executive Officer of MetaVu. “It’s an affirmation of our performance measurement methodologies, honed over the last ten years at the nexus of energy and environmental business strategy. We look forward to measuring and translating the operational, environmental and community-based benefits in a manner that facilitates effective grid modernization strategies.”

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About MetaVu

MetaVu is a recognized leader in sustainable business development, helping companies innovate their products, services and business models employing sustainability as a strategy for value creation. The firm provides business advisory services and performance measurement products to help companies realize the economic benefits of managing energy, environmental and social issues from a business perspective. MetaVu’s advisory services, subscription products and implementation support provide consistent, thought-leading, practical value to clients across multiple sectors including Agriculture, Building Products, Chemicals, Clean-tech, Consumer Products, Forest Products, Manufacturing, Mining, Oil and Gas, Transportation, and Utilities.

About SmartGridCity™

Xcel Energy established SmartGridCity™ in December 2007. Over the last two years SmartGridCity™ has installed sensing and communications equipment to monitor the Boulder distribution grid covering over 45,000 homes along with 24,500 smart meters. To date, SmartGridCity™ has also deployed/integrated more than 20 disparate software applications and built 95 new data integration interfaces. SmartGridCity™ already boasts service level improvements and increased customer capabilities. For more information visit <http://smartgridcity.xcelenergy.com>.

About Xcel Energy

Xcel Energy is a major U.S. electricity and natural gas company with regulated operations in eight Western and Midwestern states. Xcel Energy provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers through its regulated operating companies. Company headquarters are located in Minneapolis. More information is available at www.xcelenergy.com.