



News Release

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FOR IMMEDIATE RELEASE

MetaVu Completes Independent Evaluation of Xcel Energy's SmartGridCity™

Company's Evaluation Framework Sets a Benchmark for Smart Grid Performance Measurement

DENVER – MetaVu, Inc., a leading sustainability and environmental performance consulting firm, today announced the public release of its evaluation of Xcel Energy's SmartGridCity™ demonstration project in Boulder, Colorado. The independent analysis was commissioned by Xcel Energy to measure and evaluate more than 60 value propositions related to service and infrastructure improvements and customer benefits. The SmartGridCity™ evaluation is available through the Colorado Public Utilities Commission.

MetaVu's evaluation is recognized to be the first of its kind – an independent, comprehensive, and public review of the value and performance of the nation's first full-scale and truly integrated smart grid system. MetaVu developed an evaluation framework that assessed customer value, organizational structures, and operational implications in addition to traditional cost/benefit analyses, making it useful in design, implementation, and optimization phases of smart grid deployments. The company's performance measurement approaches have been further validated by MetaVu's evaluation of the largest smart grid deployment in the Midwest on behalf of the Public Utilities Commission of Ohio.

"Our team succeeded in providing an independent assessment that Xcel Energy, the Colorado Public Utilities Commission, and other industry stakeholders will find valuable" said Mark Serwinowski, Founder and CEO of MetaVu. Paul Alvarez, MetaVu's utility practice leader, added, "MetaVu's evaluation framework has set a benchmark for smart grid performance measurement. Emerging measurement standards, available utility business cases, and third party research findings were all considered during evaluation framework development and application."

"MetaVu's report indicates the project yielded clear and significant benefits for all our Colorado customers, and even more value for our customers in Boulder," said Michael Lamb, Xcel Energy's managing director of Business Systems and assistant chief information officer. "MetaVu's third-party evaluation framework was critical to helping us identify important insights, many of which confront conventional wisdom," added Lamb.

More smart grid deployments are moving from implementation to optimization, and the role of regulators in smart grid investment prudence and benefit maximization is evolving. MetaVu expects the size and role of the smart grid benefit measurement and verification (M&V) services market to grow as a result. "It's where the demand-side management M&V market was 15 years ago," Alvarez concluded.

MetaVu's leadership in smart grid performance measurement will be on display at DistribuTECH 2012, where the firm will lead a panel of smart grid thought-leading utilities and regulators on lessons learned to date. MetaVu will also deliver a pre-conference Utility University® course on maximizing smart grid benefits. Utility University® and Conference registration is available at www.distributech.com.

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About MetaVu

MetaVu simplifies the complexity of investing in sustainability and empowers executives to choose investment strategies best suited for their businesses. A recognized leader in sustainable development, MetaVu's advisory and performance measurement services help companies innovate business models and product portfolios, leveraging sustainability as a strategy for value creation. This includes the Sustainable Development (SD) Tool Suite™ designed to measure corporate environmental and social performance. MetaVu has successfully collaborated with leading companies across multiple sectors including utilities, oil and gas, forest products, chemicals, manufacturing, and pharmaceuticals. To learn more about MetaVu, go to www.metavu.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.

About SmartGridCity

Xcel Energy established SmartGridCity in December 2007. By 2009 Xcel Energy had installed sensing and communications equipment to monitor the Boulder distribution grid covering over 45,000 homes. To date, more than 20 disparate software applications and 95 new data integration interfaces have been commissioned in support of SmartGridCity, along with 4,500 grid condition sensors and 24,000 smart meters. SmartGridCity already boasts service level improvements and increased customer capabilities. For more information visit www.xcelenergy.com/smartgridcity.