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Tendril EVP, former Greenbox CEO a featured speaker at KEMA Utility of the Future leadership forum 2010

Ivo Steklac to offer insight into the smart technology consumer-to-grid connection

BURLINGTON, Mass. (June 8, 2010) – Tendril executive vice president for sales and strategy Ivo Steklac will be a featured speaker at KEMA's third annual Utility of the Future [Leadership Forum](#), "Strategic Choices – Striking Equilibrium." Steklac will join energy and utility industry senior executives in sharing their insights on technologies, strategy and challenges to engage customers and achieve a sustainable energy supply at the KEMA event June 23 – 25, 2010 at The Four Seasons, Washington, DC.

Tendril provides energy management software, hardware and services for both consumers and utility companies. The Tendril platform, in conjunction with Tendril Home Area Network devices, provides insight into and control over the Smart Grid—helping utilities balance energy demand by interacting and communicating with their customers.

Steklac will be participating on the KEMA Utility of the Future forum executive panel on balancing mature and emerging technologies to enable a sustainable intelligent infrastructure. Steklac has over 20 years experience in energy and utilities metering and advanced metering infrastructure (AMI). Prior to joining Tendril, Steklac was the CEO of Greenbox Technology, now part of Silver Spring Networks, a provider of web-based energy management solutions for utilities and residential energy customers.

"The time is now to help consumers really understand what smart energy means for them," said Steklac. "Existing and emerging grid technologies are changing the consumer-to-grid relationship and their relationship with their utility. Smart technologies are enabling electricity consumers large and small to tap into simple, cost-effective solutions to lower energy use, to lower overall costs and to be an active part of the sustainable energy future."

KEMA's annual Utility of the Future [leadership series](#) is gathering industry executives, senior financial analysts, government officials and other utility stakeholders to discuss strategic directions in balancing changing customer expectations, technologies and environmental policies and regulations. Leaders and innovators across the energy industry will take part in discussions focused on customer engagement, investment strategy, regulatory policy and the state of carbon and environmental issues, and they will explore strategic views of what a sustainable, intelligent infrastructure will look like.

Senior executives are invited to join their peers in the Utility of the Future discussion to share ideas and discover opportunities to shape a more sustainable, reliable and profitable utility of the future. Throughout the event, forum participants will have high-level networking opportunities to share perspectives, collaborate and engage in dialogue. **To register, and for more information, visit:** www.kema.com/UtilityFuture2010.

About Tendril

Tendril is a leading energy management technology provider that brings unprecedented insight and control to the Smart Grid. The Tendril platform provides an open, secure and scalable end-to-end solution that creates a two-way dialogue between energy providers and their customers. The platform includes both utility and in-home products and applications, and integrates seamlessly with existing back office applications and network infrastructure. Tendril is venture backed by VantagePoint Venture Partners, Good Energies, RRE Ventures, Vista Ventures, GE and Appian Ventures. For more information, please visit tendrilinc.com.



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About KEMA

Founded in 1927, KEMA is a global provider of business and technical consulting, operational support, measurement and inspection, testing and certification for the energy and utility industry. With world headquarters in Arnhem, the Netherlands, KEMA employs more than 1,600 professionals globally with offices and representatives in more than 20 countries. KEMA's US subsidiary, KEMA Inc. is headquartered in Burlington, Mass. and serves energy clients throughout the Americas and Caribbean.

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