



For Immediate Release
April 27, 2009

Contact: Jamie Wimberly
(202) 483-4443

EcoAlign Wins Four Telly Awards for Original Video on Future Customer Experience Focused on Smart Grid Technology and Sustainability

***Telly Awards represent superior creative achievement
and recognize groundbreaking work***

Washington, D.C. – DEFEG’s strategic marketing agency, EcoAlign, today announced that it has won four prestigious Telly Awards for its “Day-in-the-Life-Of” (DILO) video that visually depicts electricity consumers’ experiences in the year 2015. The DILO video received Telly Awards in the following four categories:

- Use of Graphics – Silver, highest honor
- Public Relations – Bronze
- Government Relations – Bronze
- Cinematography – Bronze

Founded in 1978, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film video and film productions, and online film and videos, with more than 13,000 entries annually from around the globe. A Telly Award represents a significant creative achievement.

The DILO production represents the first time a well-produced video defined a vision for the smart home of the future and showcased advanced, sustainable management of home electricity use. The effort and resulting award is a collective achievement of EcoAlign, Navigant Consulting, Part2 Pictures, 10 utility companies and a host of vendor partners. Each contributed to building a cohesive message that makes a vision for future energy delivery and consumption a tangible goal. Since its debut in 2008, the video has been shown to utility executive management teams, regulators and at a number of high-profile conferences throughout North America where it has stimulated discussion and strategic direction.

“Our DILO video is a creative achievement in that we collectively transformed the discussion of energy and electricity use from an invisible concept into a concrete vision that is centered on customer benefits,” said Jamie Wimberly, chief executive officer of DEFEG, LLC and EcoAlign. “These Telly Awards punctuate our thought leadership in helping energy companies define the future for Smart Grid technology, sustainability and the future customer experience, as well as our overall creative direction and leadership.”

A segment of the [DILLO video](#) is available for viewing online on EcoAlign's website. To view the video in its entirety, contact EcoAlign at www.ecoalign.com/contactus.

About EcoAlign

EcoAlign (www.ecoalign.com) is the foremost energy and environment marketing agency that aligns corporate and consumer behavior with the future of energy and environment via innovative marketing and communications strategies.

#