



## PRESS RELEASE

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### INDUSTRY LEADER, LONDON ELLIS, JOINS APEX AS PRESIDENT, SMART GRID SOLUTIONS

**HERNDON, VA – June 21, 2010** - Apex CoVantage, a smart grid and GIS services company, announces the addition of Lendon Ellis as President, Smart Grid Solutions. In his new position, Mr. Ellis will be responsible for setting the vision for and ensuring the continued growth of Apex's Smart Grid Solutions division.

"It is with great enthusiasm I announce that Lendon Ellis, a recognized leader in the Smart Grid market, has joined Apex as President, Smart Grid Solutions effective today. We have been working with Lendon in a consulting capacity for some time and have been highly impressed with his leadership as well as his reputation and standing in the industry," said Shashi Gupta, President of Apex CoVantage.

"I see great potential in leveraging Apex's capabilities and technology to help utilities raise the ROI of their smart grid investments. Among these are raising customer satisfaction through the proactive customer-engagement processes built into ProField® and achieving operational efficiencies by integrating smart meter data with GIS systems," said Lendon Ellis.

Just recently, Mr. Ellis served as President at CLE Enterprises and Director/Member at Smart Grid Options. He has worked with metering industry leader Landis + Gyr; AMI and AMR network leaders Itron, Silver Spring Networks, Hexagram (part of the Aclara Group) and with Cooper Power/Eka Systems. He has been instrumental in the deployment of numerous electric, water and gas systems throughout all of North America and Mexico. As the president of a mid-Atlantic firm, he was involved in a power marketing start-up as well as the formation of an energy services and project management group that served the distribution and transmission groups for major investor owned utilities, public power, and rural electric cooperative market sectors.

Mr. Ellis has served on numerous national boards and committees as well as lectured at university graduate and undergraduate programs, and taught at metering engineering schools. He is a past chairman of the Statistics Committee for the National Electric Manufacturers Association (NEMA), a member of the Association of Edison Illuminating Companies (AEIC) and the Edison Electric Institute (EEI), previously a member of the Utility Purchasing Managers Group (UPMG), the Data Processing Management Association (DPMA), and the National Association of Credit Managers. He was a lecturer

on “Organizational Change” to the Purdue University, Krannert Graduate School of Management and the faculty of Meredith College.

Mr. Ellis graduated from the University of North Carolina at Wilmington with degrees in Mathematics and Philosophy. Graduate study for the Master’s degree in Mathematics was done at Illinois State University and additional graduate study in Psychology was completed at Purdue University.

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#### **About Apex CoVantage**

Apex CoVantage is a private, employee-owned company that for more than 20 years has helped businesses to develop and execute strategies in the information and knowledge fields. Based in Herndon, Virginia, Apex was a pioneer in the market for off-shore knowledge-based solutions; we now have over 2,500 employees here and abroad. From the beginning, Apex specialized in developing and improving man-machine processes that optimally combined human creativity with machine processing efficiency, sometimes finding transformative solutions leading to quantum gains in efficiency—often well beyond what clients thought possible. For more information, please see our website at [www.apexcovantage.com](http://www.apexcovantage.com).