



PRESS RELEASE

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APEX TO SHOWCASE SMART GRID TECHNOLOGY, SERVICES AND SOLUTIONS FOR UTILITIES AT METERING ASIA 2010 IN MALAYSIA

HERNDON, VA – April 28, 2010 - Apex CoVantage, an IAOP Top 10 Utility Industry Outsourcer, announced it will be exhibiting its innovative smart grid solutions at *Metering Billing/CRM Asia 2010*, May 10-12 in Malaysia. Metering, Billing/CRM Asia is the annual meeting where utility industry specialists come together to learn about new metering technologies, successful demand response systems, results of prepayment system projects, revenue enhancing billing systems and advanced customer management solutions.

“In response to its rapid economic expansion and continued population growth, Asia’s energy demand is skyrocketing. As such, we see the Asian region as an important growth market and Metering Asia 2010 as the ideal forum for Apex to showcase our smart grid technology, services and solutions. Our participation as an exhibitor gives us the opportunity to exchange ideas with Asian utilities on the significant role that conversion of their electricity networks to smart grids plays in energy conservation as well as the creation of new jobs and new revenue,” said Shashi Gupta, President, Apex CoVantage.

Apex offers a unique position for providing smart grid solutions to utilities, including:

- Apex is meter agnostic. This allows Apex to offer the best solution encompassing multiple meter manufacturers.
- Apex focuses on the end solution. Customer educational programs, building out customer facing applications and demand response are as essential as the metering network. Apex can deliver all of this and more so utilities can focus on the core of their business.
- Apex offers the two main components to building out a smart grid initiative: Field Force Management and Systems Integration. The meter infrastructure is only the beginning of the project and it is of utmost importance that the utility has a partner ready to carry them beyond that initial phase.
- Apex has over two decades of experience in directing multi-year IT and field force management projects – on time, meeting or beating budget and with unmatched quality. To date, very few meter manufacturers have been involved in multi-year deployments. The idea of changing out

the utility's entire meter network is very new. In many cases, the utility's smart grid initiative will go many years beyond the meter installation component.

To make an appointment with Apex CoVantage at the Metering Asia 2010 show, please contact: Amit Singh at + 91 99012 59428 or asingh@apexcovantage.com.

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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.