



PRESS RELEASE

Contact

Barbara Van Gorder
+1.703.709.3000
bvangorder@apexcovantage.com

APEX TO DEMONSTRATE SMART GRID SOLUTIONS FOR UTILITIES AT METERING AMERICA 2010

David O'Brien, Former CEO of Toronto Hydro, Available for One-on-One Appointments in Apex's Booth #609

HERNDON, VA – January 29, 2010 - Apex CoVantage, an IAOP Top 10 Utility Industry Outsourcer, announced it will be exhibiting its innovative smart grid solutions at *Metering Billing/MDM America*, March 8-9, in San Diego. Now in its 11th year, Metering America is North America's premier metering, billing and customer management conference and exhibition.

Throughout the two-day expo, Apex is offering:

- One-on-one private conversations with David O'Brien, former Toronto Hydro CEO. As CEO, Mr. O'Brien directed the planning, deployment and go-live of AMI, smart meters and time-of-use billing to over a half million customers. This is a unique opportunity to learn practical lessons from a true smart grid/smart meter visionary. With energy conservation as a top priority, Toronto Hydro has been at the forefront of smart grid development since 2006, when it launched its Advanced Metering Initiative, designed to transition the entire customer base to smart meters and TOU pricing by the summer of 2010. To date, more than 611,000 Toronto Hydro customers have smart meters.
- Fifteen-minute demonstrations of ProField™, Apex's meter replacement technology. For more details on ProField, visit www.apexprofield.com.

Apex offers a unique position for providing turnkey 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 you can focus on the core of your 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. This 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 David O'Brien and see a demo of Apex's ProField, please contact: Anthony Howells at 703.709.3447 or ahowells@apexcovantage.com.

###

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.