



NATIONAL GRID SELECTS CEIVA ENERGY FOR SMART GRID PILOT PROGRAM IN WORCESTER, MA

BURBANK, CA – February 6, 2013 – [CEIVA Energy](#), developers of the [CEIVA Homeview™ Energy Display](#) and [Entryway](#) will participate in [National Grid's](#) Worcester, MA smart grid pilot program.

The CEIVA Homeview Energy Display is the interactive device that will allow customers to instantly view home energy usage along with pictures of friends and family. Displaying instant energy information in context with constantly updating personal photos puts energy awareness into the lives of consumers in a way that has never been possible before, empowering consumers to take control of their usage habits. Deployment of the CEIVA Homeview Energy Display is made easy with CEIVA Entryway. CEIVA Entryway allows utilities to activate the Home Area Network, including provisioning HAN devices, creating groups of customers and meters, creating message profiles and templates, and monitoring response analytics.

National Grid's smart grid pilot, which was developed in partnership with customers, the city of Worcester and other key parties, is designed to provide 15,000 participating customers a new level of choice and control over their energy use through advanced technology, with the goals of empowering customers to save energy, increasing electric service reliability and improving response to power outages.

The CEIVA Homeview Energy Display will be installed in a portion of National Grid customers' homes who are participating in the pilot. The CEIVA Homeview Energy Display will provide those customers with instant information about their home's electric consumption. It will also enable National Grid to further engage with its customers by sending them useful energy saving tips and local community information. Additionally, customers will be able to use CEIVA's popular connected PicturePlan services to receive and share pictures.

"By participating in National Grid's pilot program, we will be able to deliver actionable electricity data to customers in an effortless and appealing way, enabling them to shift their energy use and save on their bills," said Dean Schiller, founder and CEO of CEIVA Energy. "This further demonstrates how CEIVA Energy can integrate with all smart meter vendors," added Schiller, "and why it is a good fit as an energy management and consumer engagement solution for all utility providers deploying smart grid programs."

"We are excited to have CEIVA Energy on board as we move forward in delivering exceptional benefits for customers as part of the pilot," said Cheri Warren, vice president, Asset Management for National Grid. "CEIVA Energy's expertise and participation will help facilitate in-home solutions for pilot participants."

As part of the pilot, National Grid will continue to focus on proactive customer and community engagement that allows for customer interaction and education - a key difference that sets this pilot apart from other smart grid programs across the country.

About CEIVA Energy

CEIVA Energy is a subsidiary of Burbank-based CEIVA Logic, inventors of the connected photo display. CEIVA Energy's flagship product, the CEIVA Homeview, connects consumers with their homes by delivering energy, gas and water data



alongside personal photos. The launch of Entryway provides utilities a complete toolkit for deploying smart meter technology and engaging their customers on a large scale. For more information about CEIVA Energy, please visit: <http://ceivaenergy.com/> and friend us on [Facebook](#).

About National Grid

National Grid (LSE:NG; NYSE:NGG) is an electricity and gas company that connects consumers to energy sources through its networks. The company is at the heart of one of the greatest challenges facing our society - to create new, sustainable energy solutions for the future and developing an energy system that underpins economic prosperity in the 21st century. National Grid holds a vital position at the center of the energy system and it 'joins everything up'.

In the northeast US, we connect more than seven million gas and electric customers to vital energy sources, essential for our modern lifestyles. In Great Britain, we run the gas and electricity systems that our society is built on, delivering gas and electricity across the country.

National Grid delivers electricity to more than 3 million customers in Massachusetts, New York and Rhode Island. It manages the electricity network on Long Island under an agreement with the Long Island Power Authority (LIPA), and owns over 4,000 megawatts of contracted electricity generation, providing power to over one million LIPA customers. It is the largest distributor of natural gas in northeastern U.S., serving more than 3 million customers in New York, Massachusetts and Rhode Island. Follow us on [Twitter](#), watch us on [Youtube](#), friend us on [Facebook](#) and find our photos on [Flickr](#).