



## PRESS RELEASE

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## **GDF SUEZ Energy Resources NA Agreement with Viridity Energy Strengthens Demand Response Capabilities**

HOUSTON – April 3, 2013 – GDF SUEZ Energy Resources NA, one of the country's largest competitive retail electricity providers to commercial, industrial and institutional customers, announced an agreement with Viridity Energy to provide comprehensive, customized demand response solutions.

Through this agreement, large energy users will have access to customized decision-making tools that align operations with load-management strategies and provide opportunities to reduce energy-related costs. The market knowledge and supply expertise of GDF SUEZ Energy Resources – combined with the customer load-optimization capabilities of Viridity Energy – will give buyers the potential to mitigate peak energy costs and decrease capital expenditures.

"Using electricity at the right time can really make a difference in a company's bottom line, particularly for large energy users," said David Coffman, Vice President of Marketing for GDF SUEZ Energy Resources. "By leveraging our and Viridity's capabilities, we plan to bring big benefits to these commercial and industrial customers through practical, economic energy management strategies customized for them."

"GDF SUEZ Energy Resources is a strong and sophisticated retail electricity provider who understands the value of load flexibility and how it can be monetized for the customer," said Eric Alam, Senior Vice President of Western Region Sales at Viridity Energy. "Viridity Energy specializes in providing the tools necessary to unlock that value, and together we bring a new approach to overall energy management through the convergence of supply and demand side strategies that lowers energy costs in a powerful way."

GDF SUEZ Energy Resources will be a key strategic advisor to Viridity Energy in evaluating and analyzing customer load and behavior for year-round demand response events. In return, Viridity Energy will use the retail electricity supplier's supply and trading capabilities to monetize actionable load opportunities for customers. Both companies will take part in a pilot project targeting several large commercial and industrial power users utilizing standby generation, battery storage, and automated control and measurement technology.

### **About Viridity Energy**

Viridity Energy is paving the way for energy consumers to take control of energy spend through its innovative energy optimization technology solutions. Viridity Energy provides large energy consumers with intelligent tools to reduce their energy spend by increasing supply cost savings and/or creating energy revenues through its unique and flexible VPower™ software. Viridity Energy's optimization expertise provides the unique ability to connect assets, markets and technologies in order to maximize the value of our client's energy asset base.

For more information, visit [www.viridityenergy.com](http://www.viridityenergy.com).

### **About GDF SUEZ Energy Resources NA**

GDF SUEZ Energy Resources NA is one of the largest non-residential retail electricity suppliers in the U.S. and currently serves commercial, industrial and institutional customers in 12 markets: Delaware, Texas, Massachusetts, Maine, Maryland, New York, New Jersey, Pennsylvania, Illinois, Connecticut, Ohio, and Washington, D.C. The company serves approximately 80,000 accounts for customers having a peak demand ranging from 50 KW to more than 200 MW, with an estimated peak load totaling nearly 10,000 MW. The company offers electricity service to small business customers under the brand Think Energy™.

For more about GDF SUEZ Energy Resources, visit [www.gdfsuezenergyresources.com](http://www.gdfsuezenergyresources.com) or call 1-866-999-8374. Follow GDF SUEZ Energy Resources on [LinkedIn](#), Twitter: [@GDFSUEZEnergy](#) and [Facebook](#). GDF SUEZ Energy Resources is a subsidiary of GDF SUEZ Energy North America, which manages a range of energy businesses in the U.S., Mexico, and Canada, including electricity generation and cogeneration, natural gas and liquefied natural gas (LNG) distribution and sales, asset-based trading and origination, and retail energy sales and related services to commercial and industrial customers. GDF SUEZ Energy North America is a part of the international energy group GDF SUEZ. For more information, please visit [www.gdfsuez.com](http://www.gdfsuez.com).

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