



Advanced Telemetry

Enabling resource conservation through
Awareness. Automation. Access.

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Burger King, Taco Bell and Arby's Franchisees Embrace Advanced Telemetry's 'EcoView Commercial' Smart Energy and Resource Management System

'EcoView Commercial' proving to be the solution of choice for industry-leading brands; Escalating system installations demonstrate tangible marketplace traction fueled by an industry low price point, superior feature set, proven methodology and rapid customer ROI

SAN DIEGO, CA, April 21, 2009 – Advanced Telemetry (www.AdvancedTelemetry.com), developer of the EcoView™ Commercial smart energy and resource management system, today announced the sale and deployment of its solution to three industry-leading, global Quick Service Restaurant (QSR) brand franchisees: RIO Management, a Portland, Oregon-based multi-location Burger King operator; AIP Ventures, a Seattle, Washington-based multi-location Taco Bell operator; and FX4, a Scottsdale, Arizona-based multi-location Arby's operator. All three customers will install the EcoView Commercial system in multiple stores throughout their respective territories, enabling both local staff and remote Advanced Telemetry account specialists to easily view, control and decrease energy and resource usage in real time and, in kind, reduce utility bills by as much as 20% and realize returns on investment in as little as 6 months. All three groups have opted to outsource much of the system management to account specialists at Advanced Telemetry's Network Operations Center.

"As economic pressures grow, energy costs rise, profit margins shrink, and the need for environmental responsibility escalates, businesses are in desperate need of a properly managed end-to-end solution that delivers on its promise," notes Gus Ezcurra, CEO of Advanced Telemetry. "While other energy management systems on the market are largely designed for small residential or larger business facilities, aren't networked, and require active system monitoring and management by on-site personnel, EcoView Commercial addresses the unique needs of small commercial owners and tenants with a fully remotely managed, cost-effective solution."

"With our technology, value proposition metrics and business model now proven, demand for EcoView Commercial has surged," Ezcurra continues. "Early adopters include quick service and casual restaurants among other types of facility-based franchises, such as convenience stores. The recent Burger King, Taco Bell and Arby's franchisee sales reflect a huge vote of confidence for the system from knowledgeable and discriminating industry practitioners and we're thrilled to have them all on board."

"Through extensive field testing, we determined EcoView Commercial was right for us because it's a low cost, simple-to-install solution with a robust feature set and remote monitoring capability," said Dave Cutter, co-owner of RIO Management. "Since the system was activated in September 2008, we've realized a 13% reduction in energy usage at one restaurant and a 25% reduction in another – results so good were installing EcoView in all of our Burger King restaurants. Even beyond the resource and related expense reductions, we're also pleased to be lowering the environmental impact of our operations."

EcoView Commercial Features:

- On-site “dashboard” touch panel for graphical viewing of real-time and historical resource consumption data
- Web-based interface for real-time usage reporting and remote thermostat control
- Centralized, remote control of thermostats including set points, schedules, and heating and cooling limits that eliminates suboptimal local control
- Innovative, automated “peak shaving” option designed to reduce consumption during peak demand periods
- Dedicated Advanced Telemetry account specialists charged with monitoring customers’ consumption for anomalies and continually updating thermostat settings for optimal performance and savings
- Automated email alerts

About Advanced Telemetry, LLC

With a corporate belief that energy and fiscal conservation begins with an awareness of wasteful consumption habits as *they occur*, Advanced Telemetry offers EcoView™ – a proprietary, smart energy and resource management system for both residential and small commercial applications. Server-based, Web accessible and built with an open standard automation protocol, EcoView is the most cost-effective, future-proof system available that enables users to easily view, manage and reduce their resource consumption - and thus utility bills and carbon footprint – in real time. This is among the reasons why Advanced Telemetry’s technology is being utilized by General Electric as part of its Ecomagination™ SmartCommand™ program. Founded in 2007, Advanced Telemetry is headquartered in San Diego, California. For more information, please visit www.advancedtelemetry.com or call (858) 549-1083.

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