



March 28, 2013

## **EnerNOC Launches DemandSMART(TM) Predictor in New England**

### **New Demand Response Product Helps New England Enterprise Customers Avoid Costly Peak Demand Charges**

BOSTON, March 28, 2013 (GLOBE NEWSWIRE) -- [EnerNOC, Inc.](http://www.enernoc.com) (Nasdaq:ENOC), a leading provider of cloud-based demand response and energy management applications, today announced the launch of DemandSMART™ Predictor for New England. DemandSMART Predictor leverages a proprietary predictive analytics model to forecast the high demand hours when consumers' capacity and transmission charges are set for the following year. By activating a customized energy reduction strategy during peak hours, enterprises using DemandSMART Predictor can dramatically reduce their ICAP charges, which can account for up to 30 percent of their annual electricity costs.

"DemandSMART Predictor is a powerful tool with an impeccable track record in other markets. We're excited to now offer this solution to our expansive New England customer base," said Tim Healy, Chairman and CEO of EnerNOC. "By pairing our granular understanding of the electric power grid in New England with our predictive analytic capabilities, we are able to help our customers proactively reduce a significant driver of their energy costs."

With DemandSMART Predictor, customers get a daily notification of the likelihood of a peak demand hour occurring that day, a specific timeframe when energy reduction strategies should be enacted, as well as a forecast for the week ahead. When a peak hour is predicted, customers can monitor their load with DemandSMART's real-time energy profiling tools.

"We are excited to add DemandSMART Predictor to our product offerings for New England customers, and we will continue to work with ISO-NE and other stakeholders to create new opportunities for demand response to deliver value to the grid and to ratepayers," said David Brewster, President of EnerNOC. "New England is already our largest market for energy efficiency and our second largest market for supply procurement services, and we look forward to continuing to grow our presence in the region with innovative new solutions that help our customers save money on their utility bills."

DemandSMART Predictor is part of a suite of energy management applications and services that help customers throughout New England proactively manage energy to drive bottom line results. Other products include EfficiencySMART, technology and services designed to deliver continuous energy savings, and SupplySMART, EnerNOC's energy procurement and risk management offering. For more information, visit [www.enernoc.com](http://www.enernoc.com).

#### **About EnerNOC**

EnerNOC unlocks the full value of energy management for our utility and commercial, institutional, and industrial (C&I) customers by delivering a comprehensive suite of demand-side management services that reduce real-time demand for electricity, increase energy efficiency, improve energy supply transparency in competitive markets, and mitigate emissions. EnerNOC's Utility Solutions™ offerings, which include both implementation and consulting services, are helping hundreds of utilities and grid operators worldwide meet their demand-side management objectives. EnerNOC serves thousands of commercial, institutional, and industrial customers worldwide through its suite of energy management applications including: DemandSMART™, comprehensive demand response; EfficiencySMART™, continuous energy savings; and SupplySMART energy price and risk management. Our Network Operations Center (NOC) offers 24x7x365 customer support. For more information, visit [www.enernoc.com](http://www.enernoc.com).

The EnerNOC, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5804>

#### **Safe Harbor Statement**

Statements in this press release regarding management's future expectations, beliefs, intentions, goals, strategies, plans or prospects, including, without limitation, statements relating to the future growth and success of the Company's energy management applications and services, including its DemandSMART application, and the benefits that customers may derive from those applications and services, may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and other federal securities laws. Forward-looking statements can be identified by terminology such as "anticipate," "believe," "could," "could increase the likelihood," "estimate," "expect," "intend," "is planned," "may," "should," "will," "will enable," "would be expected," "look forward," "may provide," "would" or similar terms, variations of such terms or the negative of those terms. Such forward-looking statements involve known and unknown risks, uncertainties and

other factors including those risks, uncertainties and factors referred to under the section "Risk Factors" in EnerNOC's most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, as well as other documents that may be filed by EnerNOC from time to time with the Securities and Exchange Commission. As a result of such risks, uncertainties and factors, the Company's actual results may differ materially from any future results, performance or achievements discussed in or implied by the forward-looking statements contained herein. EnerNOC is providing the information in this press release as of this date and assumes no obligations to update the information included in this press release or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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Source: EnerNOC, Inc.

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