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**Equity Thru Energy (ETE) Announces the Appointments
Of New Directors to Head Operations and Sales**

PLACENTIA, Calif., Sept. 25, 2008 – Equity Thru Energy (ETE), www.controlledenergysavings.com, a leading energy management firm, today announced the appointments of Frank Redman to Director of Operations and Jeffrey P. Chamberlain to Director of Sales.

ETE is responsible for bringing to market two of the most innovative energy savings programs to date for commercial applications. The organization's state-of-the-art hardware and Web-based monitoring of energy-saving controls are primarily for commercial multi-unit properties and restaurants. The company's flagship programs, "Smart Controls" and "M2M Controls," empower Southern California businesses with a "green" solution to save utility costs via reduced energy consumption. The addition of Redman and Chamberlain further completes the organization's strong management team and positions the firm for further expansion.

"We are pleased to welcome these two talented individuals, whose expertise will enable ETE to expand its innovative programs for a growing customer base," said Tom Debin, CEO of Equity Thru Energy. "At a time when our nation's energy usage is taking its toll on our economy and environment, ETE is well positioned to help lower that consumption and enable its customers to significantly reduce their utility expenditures."

Redman brings ETE 21 years of expertise in budgeting and long-range planning, with previous experience in senior management positions at several international pharmaceutical companies including Physician's Formula and Allergan. He also held a management position with a large property management firm, providing him with industry knowledge and strategic capabilities that will enhance the company's platform and outreach. At ETE, Redman will be responsible for identifying and implementing operational best practices and will play an instrumental role in the firm's strategic planning.

Chamberlain has nine years experience in sales and marketing for industry-leading organizations including Nabisco Biscuit Company and Scholastic, Inc. As ETE's director of sales, his responsibilities include driving sales and marketing efforts for the company's flagship product line, smart energy controllers. Prior to his appointment at ETE, Chamberlain was director of U.S. sales at Heathrow, Fla.-based Dixon Ticonderoga Company and currently is a Major proudly serving with the 40th Infantry Brigade Combat Team in the California Army National Guard.

Redman holds a Bachelor of Arts from California State University Fullerton and an MBA from Pepperdine University. He resides with his family in Rancho Santa Margarita, Calif. Chamberlain has a Bachelor of Arts from the University of San Diego and an MBA from Baylor University. He resides with his family in Diamond Bar, Calif.

About Equity Thru Energy

Equity Thru Energy, headquartered in Placentia, Calif., provides energy management programs utilizing state-of-the-art hardware and Web-based monitoring. ETE helps its clients save substantial dollars on their energy bills as a national leader in energy management services. ETE's mission is to make a major impact on lowering energy costs, while reducing emissions that contribute to smog and global warming. Visit Equity Thru Energy's website at www.controlledenergysavings.com or call (877) 352-0606.