



GLENDALE WATER & POWER FIRST IN NATION TO LAUNCH COUNTRY-WIDE ENERGY CONSERVATION PROGRAM FOR KIDS: GREEN ALLOWANCE

**Southern California Public Power Agency Implements Program that Speaks Straight to
Kids, Giving them Tools and Motivation to Lead their Families to
Increased Energy Efficiency**

Green Allowance Tagline: Save the Planet, Get Paid.

New York, NY / Glendale, CA – December 1, 2009 - *Glendale Water & Power* (GWP) will soon debut *Green Allowance*, a new web-based service that gives kids the tools and motivation to champion energy conservation and help them actually earn a *Green Allowance*. The free program is being developed through a first-in-the-nation agreement between the Southern California Public Power Authority (SCPPA) and Green Allowance LLC in New York. The program includes an innovative and kid-friendly website, www.greenallowance.com, which provides practical ideas and customized assignments for kids -- showing how they can save energy and, in turn, save money. Kids are encouraged to make a deal with their parents to share the savings on their electric bill – savings that are calculated and programmed to show up on their home computers every billing cycle. The *Green Allowance* program website is scheduled to be launched this month. See the demonstration website at www.greenallowance.com.

Green Allowance's program, with a tagline of "Save the Planet, Get Paid" guides kids through making the deal with their parents and executing the projects. Parents will receive regular updates tracking the progress of savings that help to educate the whole family on the value and potential of the Smart Grid technologies and real-time data -- part of a major infrastructure upgrade underway for all Glendale utility customers. The partnership between GWP and *Green Allowance* is funded through Glendale's Public Benefits program. Additional SCPPA members are planning to offer the program in the future.

"Conservation is a top priority for our member utilities, and changing behavior is key to making it happen," said Bill Carnahan, Executive Director, SCPPA. "*Green Allowance* is designed to actually influence societal change. We know kids are already passionate about their environment. By speaking directly to them and giving them the tools and motivation they need to conserve, we're creating a whole new generation of energy conservationists."

"This program is different than anything we've ever done. By integrating actual energy consumption data right into the program, kids can see the fruits of their labor -- and get rewarded by their parents. We're thrilled to be the first in the nation to make this innovative program available to our customers," said GWP General Manager Glenn Steiger. "It's very exciting to work with GWP and SCPPA -- they're leading the way in energy conservation," said Paul Reale, *Green Allowance* Chief Executive Officer. "*Green Allowance* makes energy conservation come alive for kids by showing them right on their computers how much energy and money they're saving. We have the potential to save American consumers one billion dollars a year with *Green Allowance*. This partnership with GWP and SCPPA is the first step toward that goal."

ABOUT SCPPA:

The Southern California Public Power Authority (SCPPA) is a joint powers agency comprised of the municipal electric utilities of the cities of Anaheim, Azusa, Banning, Burbank, Cerritos, Colton, Glendale, Los Angeles, Pasadena, Riverside, Vernon and the Imperial Irrigation District. Together, they deliver electricity to over 2 million customers (over 5 million residents) in Southern California, spanning an area of 7,000 square miles. SCPPA fulfills a broad range of services for its members by providing effective forums of collaboration in areas such as customer service, finance, public benefits, resource planning, risk management, smart grid, transmission and distribution, engineering and operations, and renewable energy resources.

www.scppa.org

ABOUT GWP:

Glendale Water & Power is the City of Glendale's utility. *Glendale Water & Power* provides water to 32,500 customers in Glendale, California. The city-owned utility also generates, transmits and distributes electricity to 83,300 residential, commercial and industrial customers. www.GlendaleWaterAndPower.com

ABOUT GREEN ALLOWANCE:

Green Allowance motivates and empowers children to be leaders in conservation, helping their families to be the most resource-efficient in the industrialized world. Children today list climate change as a top concern, but they are overwhelmed with options for action. Green Allowance is designed to nudge many of them to act by creating a monetary incentive that keeps them involved. Paul Reale is the company's CEO and Founder. He has been a Climate Change Messenger for Nobel-Prize winning Al Gore's The Climate Project since 2006. With a Masters of Engineering, Reale has over 20 years of experience in systems engineering, managing web application development and deployment and technical sales support. For more information on *Green Allowance* go to www.greenallowance.com or write us at talk2people@greenallowance.com.

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