

Richards-Zeta Building Intelligence, Inc. partner, McKinstry, recognized by President-elect Obama as “The Model for Nation” for Delivering Energy Efficiency

Santa Barbara, CA – November 12, 2008

Richards-Zeta Building Intelligence Inc.'s (RZ) leading solution provider McKinstry Company, located in Seattle Washington was recently recognized by President-elect Obama as a leader in delivering energy efficiency to schools, business and other commercial buildings. McKinstry is a premier partner of Richards-Zeta. Within the 30 minute, prime-time infomercial, viewed by 33.6 million viewers across 7 networks, President-elect Obama praised McKinstry for their sustainability and energy conservation solutions. “They’re retrofitting schools and office buildings to make them energy efficient, creating jobs, saving their customers money, reducing carbon emissions, and helping to end our dependence on Middle Eastern oil. **As president, I’ll use companies like McKinstry as a model for the nation.**”

McKinstry Company has been a premier designer, builder and operator of buildings for the last 49 years currently employing 1800 people. “We work with costumers to understand their operating costs and innovate and design solutions that change the way their systems work; put in new infrastructure that lowers their operating costs, leaves them new infrastructure and lowers their environmental impact”, says Dean Allen McKinstry CEO. McKinstry’s dedication to sustainability and Allen’s innovative leadership has led McKinstry to become the leading “full service” mechanical contractor in the Pacific Northwest with sales in the \$400,000,000 range.

McKinstry utilizes Richards-Zeta’s Mediator technology platform to deliver energy efficiency services to their customers. Richards-Zeta is the leading provider of Intelligent Building Systems (IBS) – a technology platform founded on the Mediator which delivers energy efficiency and green building solutions. Richards-Zeta delivers these solutions through a network of energy management companies such as McKinstry. McKinstry uses Richards-Zeta’s Mediator technology as their platform of choice to help their customer’s lower energy costs, improve operations and certify buildings for LEED or Energy Star ratings. McKinstry’s success is based upon their commitment to excellent and to providing the best technology solutions in the marketplace.

President-elect Obama first visited McKinstry headquarters in February 2008 while on the campaign trail. During the final days of the campaign, President-elect Obama showcased a special 30 minute broadcast to highlight his campaign and featured McKinstry as a model for the nation in delivering green jobs and energy efficiency solutions. Obama noted that McKinstry helps lower energy costs in buildings which account for more than 1/3 of energy use in the U.S., and provided job growth in this important sector. Obama’s energy plan includes a \$1.3 billion package towards energy efficiency and job growth in the green sector. Obama’s plan would create millions of new American jobs by investing \$150 billion over 10 years to advance the next generation of green energy technology and infrastructure, provide job training and transition programs to help train workers for employment in the green economy and establish new national energy standards to spur demand for clean, sustainable sources of energy.

Richards-Zeta’s Mediator platform is on its way to becoming the premium element in a company’s commitment to a clean and green energy future. From onsite clean energy generation, sophisticated lighting controls to energy data harvesting, companies with an aggressive commitment to reducing its carbon footprint and energy use are struggling with the growing complexity arising from disparate green technologies and facility systems. The challenge is impacted by the requirements for ongoing reporting and further energy use reductions.

An Intelligent Building System is scalable, expandable and adaptable to meet the demands of a company’s green building strategy. The range of uses vary from as simple as energy data monitoring to those as complicated as an automated demand response system. Companies are able to deploy the IBS according to their sustainability policy and make financial decisions to drive down energy costs.

To view the video, go to <http://www.youtube.com/watch?v=BYOMkWq8IAE>

About Richards-Zeta (RZ)

Richards-Zeta Building Intelligence, Inc. (RZ) is a manufacturer of IP centric building integration solutions, including a hardware and software solution known as the Mediator™. The Mediator™ provides an integration framework, known as the Multi-Protocol Exchange (MPX™), which allows for the convergence of multiple disparate building systems onto an IP network. RZ goes to market through a channel of trained

System Integrators, located on 6 continents, which understand the unique requirements associated with the convergence of BAS and IT, building the foundation for Intelligent Buildings. In addition to manufacturing and supporting this solution, RZ also actively supports System Integrators and End-Users by providing engineering, configuration, programming and graphics services through Building Intelligence Group (BIG), a full-service division of RZ. By abating the pain traditionally associated with system integration, RZ integrators are freed to focus on applying technology in a manner that solves our customers' actual problems, which in turn leads to well managed facilities. For more information on Richards-Zeta please go to: www.richards-zeta.com.

Press Contact

Brooke Raffetto

(805) 685-1600 x211

braffetto@richards-zeta.com