



For Immediate Release

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Verisae and Fresh & Easy Set New Benchmark for Energy Efficiency

Minneapolis, November 30, 2009 Verisae, Inc. announced today that Fresh & Easy Neighborhood Market, the U.S. arm of Tesco, is reporting energy consumption that is 32 percent lower than the industry average for energy usage per square foot across their 130 stores. After implementing Verisae's suite of sustainability software solutions, Fresh & Easy achieved recurring energy-related cost savings of more than 3 million dollars per year.

Fresh & Easy uses Verisae's energy, environmental and asset management solutions in all their locations to drive operational efficiencies, adhere to regulatory compliance, and lower their environmental impact. These sites are observing about a 30 gigawatt-hours (GWH) reduction in annual energy usage when compared to the industry average.

“These results are very impressive, because the grocer’s percentage of refrigeration floor area per square foot is about 30 percent greater than most other supermarkets,” said Dr. Abtar Singh, Vice President of Energy for Verisae. “They’re able to maintain low energy consumption through constant monitoring and managing energy usage.”

Fresh & Easy's innovative store designs -- upgraded lighting systems, ample skylights, and energy free glass doors, for example -- work in concert with Verisae's Sustainability Resource Planning ("SRP") platform and it enables Fresh & Easy to realize their goal of stimulating the development of low carbon technology energy solutions.

“We have designed our stores to be as energy efficient as possible – from LED lighting to prismatic insulated skylights. And using less energy in our stores is not only good for the environment – it also helps us lower our customers’ food bills,” said Steve Hagen, Director of Procurement, Engineering and Maintenance for Fresh & Easy. “Verisae’s sustainability solutions are the key to improving the energy efficiency of our buildings as well as helping us to lower refrigerant usage with a leak rate under 10%.”

About Fresh & Easy Neighborhood Market

Fresh & Easy (www.freshandeasy.com) is a local, neighborhood store providing fresh, high-quality, wholesome food at unbelievably low prices to everyone. At roughly 10,000 square feet, the stores are smaller than the typical supermarket while carrying everything customers need to do their weekly shopping. Fresh & Easy currently has stores in Southern California, Arizona and Nevada.

About Verisae, Inc.

Verisae (www.Verisae.com) helps measure, manage and monetize energy costs and carbon emissions. Their proven SRP solutions improve operational efficiency, make sustainability initiatives actionable, and reduce energy costs and emissions for distributed enterprises and related energy companies. They deliver a broad range of sustainability solutions to over 40 global clients with a service network of over 7,500



third-party consultants consisting of 60,000 application users. Their integrated sustainability platform actively tracks over 2.1 million assets across 23,000 sites.