


FOR IMMEDIATE RELEASE

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## INSTALLING ENER<sup>G</sup> SAVES 15% of FRIG and 20% of FREEZER'S ENERGY

EnerG<sup>2</sup> Awarded GRA Endorsement

GREENPOINTS™ ENERG <sup>2</sup>	
GreenPoints™	2.25
Energy Savings: Walk-in Refrigerators	15%
Energy Savings for Freezers	20%
<p>The Green Restaurant Association confirms that this product can earn a restaurant 2.25 GreenPoints™ towards becoming a Certified Green Restaurant®. The GreenPoints™ Label signifies that the GRA confirms that this product meets the Green Restaurant® 4.0 Endorsement Standard. Applies to refrigerators with induction-type electric fan motors (not ECMs).</p> <p>Endorsed by</p> 	

**BOSTON, MA – FEBRUARY 13, 2011.** It's not everyday that a restaurant can install a product on one of the most energy-consuming appliances... and save 15% or 20% of the energy. Refrigerators and Freezers are a major electricity consumer, needing to maintain the proper temperature for food safety and quality. The EnerG<sup>2</sup> is an easy add-on product that can be installed at anytime... and save money and energy from going out the door.

The EnerG<sup>2</sup> just received the coveted Green Restaurant Association Endorsement of its product by meeting the following GRA-Endorsement Standard:

“Save a minimum 15% energy savings for walk-in refrigerators and freezers. Applies to refrigerators with induction-type electric fan motors (not ECMs).”

Any restaurant using EnerG<sup>2</sup> will receive 2.25 GreenPoints™ towards becoming a Certified Green Restaurant®. Many products claim to be green, but EnerG<sup>2</sup>'s claims have been verified through the GRA's endorsement process, so restaurants can be assured that EnerG<sup>2</sup> went through a vetting process to meet the GRA's rigorous standards, so that restaurants and consumers will be able to see and trust the environmental claims made within the GRA Green Label, shown above.

“We've been working with EnerG<sup>2</sup>'s makers, Madison Energy Group, since 2011, to research its environmental claims”, says Michael Oshman, GRA Founder and CEO. We are proud to

announce the endorsement of a new green product that can dramatically *green* a restaurant's energy needs.”

“We have really enjoyed working the GRA during this process and are excited to have met their standards of endorsement”, states William Geist, Madison Energy CEO. As a company who is focused on serving the hospitality industry, it is empowering to be partnered with an association that has such synergy with our vision.”

### **About the Madison Energy Group**

The Madison Energy Group is a progressive energy company that offers a comprehensive suite of Green technology solutions in order to ensure that our clients are able to take advantage of every opportunity that sustainability and efficiency have to offer. These products and services include commercial refrigeration, energy efficient lighting, photovoltaic solar, solar thermal, water conservation, total facilities management and more.

Madison Energy is based in Raleigh, NC with satellite offices in Orlando and Philadelphia and has the ability to deliver our solutions on a global scale. Madison also works directly with various strategic partners to provide top of the line products and services to our clients. As a company, we are not only focused on the technology we offer but on the Return on Investment we offer to our clients as well.

The Madison Energy Group provides Green project management as part of the implementation of its solutions. We manage all aspects of each project including: Initial Analysis, Feasibility Study, Financial Modeling, Proposal, Financing, Installation, and Obtaining Financial Incentives. Our specialists work directly with our clients from start to finish, ensuring a streamlined and successful project. Our Green project management provides for a seamless conversion to a more efficient technology without interrupting our clients' normal business activity.

Madison Energy's executive team has over 100 years of professional experience and is very excited about the future of sustainability. After two exciting years in business, we have made a great deal of progress in the market and have achieved relationships with numerous notable brands. We look forward to working with you in achieving our goal of building a Greener, better future.

### **About the Green Restaurant Association**

Founded in 1990. The Green Restaurant Association is a national non-profit organization that provides the only official Certified Green Restaurants® mark in the country. For two decades, the GRA has pioneered the Green Restaurant® movement and has been the leading voice within the industry encouraging restaurants to listen to consumer demand and green their operations using transparent, science-based certification standards. With their turnkey certification system, the GRA has made it easy for thousands of restaurants to become more environmentally sustainable in a profitable manner. The GRA is endorsed by scores of national environmental organizations such as NRDC and Environmental Defense, and esteemed trade organizations including the New York State Restaurant Association, Orange County Restaurant Association, and America Public Garden Association. The GRA is also an Energy Star partner. In 2010, Citysearch announced the GRA as their official Green Restaurant® listing partner. The GRA has been featured on CNN, NBC Nightly News, NPR, and in *The New York Times*, and *The Washington Post*. For more information visit [www.dinegreen.com](http://www.dinegreen.com).

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