

Smart Grid Consumer Collaborative Selects The McDonnell Group, Inc. as Public Relations Agency of Record

Smart grid specialist PR firm to support non-profit's aims to listen, educate, and collaborate with all stakeholders on intelligent utility initiatives

ATLANTA - December 14, 2010 - The McDonnell Group, Inc., an Atlanta-based agency delivering energy and technology focused marketing services, has been retained as public relations agency of record by the Smart Grid Consumer Collaborative (SGCC), a non-profit organization which seeks to help utilities, vendors, and consumer advocates cultivate support among U.S. households for a modernized, consumer-friendly, electric grid.

"When we looked to retain a PR firm, we wanted a specialist and a leader," said SGCC Interim Executive Director Jesse Berst, who has helped guide the group since its founding in February 2010. "The McDonnell Group knows the key issues and players in the smart grid arena. More than that, they are leaders through their involvement with alliances, initiatives, non-profits, social media, and other ways the sector can collaborate to drive growth."

McDonnell Group Public Relations Manager Marc Marton said, "There's an acknowledged gap between energy services and consumers in how the benefits of smart grid have been communicated this far. As the SGCC listens, educates, and collaborates with their key publics, we are there to help them tell their story in their market -- and to help them understand the needs and wants of the consumer as never before."

The McDonnell Group began efforts last month in support of the SGCC's first Symposium, "[Partnering for Progress](#)," to be held in conjunction with DistribuTECH 2011 in San Diego, January 31st. The symposium will feature results of the SGCC's first major research efforts -- studies including consumer-facing focus groups and a comprehensive market study of smart grid efforts to date -- along with panels on lessons learned from early smart grid product rollouts, an examination of other industries' successes in transforming societal behavior, and more.

The SGCC joins a select group of clients whose organization's profiles have risen consistently under the McDonnell Group's care. Each has garnered significant media attention, peer

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partnerships and recommendations, and analyst and investor interest through informed support.

About The McDonnell Group, Inc.

The McDonnell Group delivers a unique trilogy of energy and technology focused marketing services: Research, Strategy, and Public Relations. We provide expert insight and specialized knowledge – of the people, the trends, and the technologies unique to the utility and enterprise software markets. With our Focus on Practical Methods™, we work closely with your executive team to deliver strategy and advisory services, research-based marketing, and public relations to help you grow and guide your business in a way few can match.

www.themcdonnellgroup.com

Contact:

Nancy Broe

The McDonnell Group, Inc.

404-583-0003

nancy@themcdonnellgroup.com