

Fiveworx Hires Jamie Lalos as Director of Customer Engagement

KNOXVILLE, Tenn., Sept. 9, 2014—Fiveworx, a software-as-a-service company that helps utilities increase participation in their energy efficiency programs while reducing their marketing costs, announced today that it has added Jamie Lalos to its growing team as director of customer engagement. Lalos spent the last six years managing energy efficiency marketing and evaluation programs in Cadmus' energy services division's, as part of the division's marketing and communications team led by Laura Orfanedes, who was recently hired as Fiveworx's vice president of customer success. At Fiveworx, Lalos oversees day-to-day management of client engagements, serving as the primary contact with utility clients, overseeing programs, responding to client needs, ensuring quality, and analyzing results.

“Together at Cadmus, Jamie and I built the company's award-winning energy efficiency marketing and communications team, leading many industry-leading marketing campaigns with our staff and business partners,” said Orfanedes. “I am thrilled with the opportunity to continue our successful partnership here at Fiveworx, where I know Jamie will apply her deep industry knowledge and intuitive client service, and best practices in providing best-in-class management of our program for our clients.”

Lalos has more than a decade of experience in designing, marketing and evaluating energy efficiency programs. She launched her career overseeing a \$30 million annual program - the New York State Energy Research and Development Authority's Keep Cool Air Conditioner Replacement Program. One of the industry's most high profile programs at the time, it received numerous awards from ACEEE and ENERGY STAR, and set the standard for appliance turn-in program design. Since then, Jamie has gone on to manage numerous award-winning marketing efforts recognized by AESP, ACEEE, ENERGY STAR, E-Source, and the Telly Awards.

“I'm looking forward to working with our clients to ensure our platform seamlessly meshes with their existing program portfolio and marketing initiatives. As someone who began their career on the 'client-side' of this industry, I understand the importance of synergy amongst a program administrator's vendors and customer-facing efforts said Lalos. “Therefore, I have a deep passion for ensuring our platform is successful in helping utilities meet their energy savings goals.”

While with Cadmus energy services division, which assists utilities and energy-efficiency organizations in planning, designing, managing and evaluating marketing campaigns to change consumer behavior around energy-efficiency, Lalos oversaw the development and implementation of consumer research to gauge the effectiveness of marketing efforts and understand consumer views on messaging, outreach tactics and purchasing decisions. She also provided recommendations to energy efficiency programs on how to improve performance and efficiency of marketing efforts based on outcomes from evaluation and data collection activities. Additionally, Lalos helped develop curriculum for the Association of Energy Service Professionals Strategic Marketing course, for which she is also a trainer.

For more information about Fiveworx, visit www.fiveworx.com.

ABOUT FIVEWORX

Fiveworx helps electric and natural gas utilities increase customer participation in their energy efficiency programs, while dramatically reducing their marketing costs, thereby delivering deeper and broader

energy savings for every marketing dollar spent. The company's flagship product, Do 5 Things, is a marketing automation solution that drives more utility customers to participate in multiple utility energy efficiency programs, while also delivering additional behaviorally-based energy savings. Fiveworx innovative software solution leverages proprietary Efficiency Segmentation Profiles—or Fiveworx ESP™—as well as leading behavior change principles and big data analytics to deliver a highly personalized, meaningful and relevant list of the energy efficiency actions each customer should take to see a true difference in their utility bills and comfort. Fiveworx is a spinoff of Shelton Group, the nation's leading strategic marketing communications firm focused exclusively on energy efficiency and sustainability. For more information about Fiveworx, visit www.fiveworx.com.