



M2M Communications Announces Agreement with Midwest Energy Inc. for Irrigation Load Control Services

M2M Communications, a leading supplier of web-to-wireless monitoring and control solutions, has signed a contract with Midwest Energy to provide irrigation load control services utilizing M2M Communications' Lodestar system technology.

Midwest Energy is headquartered in Hays, Kansas and serves nearly 90,000 electric and natural gas customers throughout 41 counties in central and western Kansas.

The M2M Communications Lodestar is an innovative web-to-wireless system that provides utility customers with a customized and secure method to remotely monitor and control energy usage during times of high electricity demand. The system also allows individual farmers to remotely monitor and control their own pumps, saving them time and travel to turn a pump on or off.

In this turn-key project, M2M will install and maintain the Lodestar control units, design and maintain a Network Operations Center, secure web site and versatile customer notification system, and provide cellular and satellite airtime to support Midwest Energy's new load control program.

Steve Hodges, president of M2M Communications stated "The Lodestar solution has been optimized for irrigation demand side management applications, and provides real benefits for both the utility and the farmer. We are very pleased to be working with Midwest Energy to bring these benefits to the people of Kansas."

By partnering with irrigation customers to reduce the demand on the electrical system, utilities can potentially delay the need to build new, more costly energy resources. The greatest demand for electricity occurs when farmers are pumping water to their fields and customers are using their air conditioners to cool their homes and businesses. Demand response programs give utility companies the ability to shift the demand for power during times of peak energy demand. This helps utilities monitor power usage helping to ensure consistent, reliable electricity for all customers.

"This program will directly benefit all the customer-owners of Midwest Energy. Irrigation customers receive cash rewards for participating and we are able to further meet our commitment to our customers to provide reliable and affordable energy," said Michael Volker, Director of Regulatory and Energy Services at Midwest Energy.

By working with irrigation customers, Midwest Energy estimates that the program will reduce summer peak usage by up to 2000 Kilowatts in 2010. Over the next few years, the opportunity to improve load management through increased installation of Lodestar control units on the pumps in the Midwest Energy service area offers significant benefits to both customers and the utility.