



ENERGY

THE BUSINESS CASE

How We Assist
Captains of Industry
In the Bending of Their
Energy Cost Curve



THE ENERGY CHALLENGE

Addressing Industrial Consumption and Generation

U.S. Power Center is the first energy services company in the nation that exists exclusively for medium and small-sized industrial firms, each of which manufacturing or food processing in nature and committed to being a part of an effort in which the total result exceeds the sum of its parts. The company is engaged in the purchase and installation of state-of-the-art industrial power equipment and control technologies, supporting various business sectors dependent upon the conversion of electrical and thermal energy into manufacturing output.

Our deal flow involves the connecting of cutting-edge system and machinery providers with demand-side industrial companies - each generating annual sales of less than \$100 million, and most saddled with significant energy costs in the manufacturing, packaging, and distribution of American-made products.

It's the classic example of pooling resources to consolidate power -using collective influence to secure Fortune 500 pricing from higher-level, energy-efficient technology providers.

We believe, frankly, that the middle market is often overlooked; that there is an entire segment of *midsized* and smaller industrial companies currently being ignored. These share the same values, challenges, and motivations as their larger counterparts, but simply lack their purchasing power. This is why we exist.

In addition, we partner with federal, state, institutional, and utility entities that offer substantial grants, low-interest loans, and tax credits for energy-focused capital expenditure projects. Our clients benefit directly – routinely enjoying both lower upfront equipment costs and significantly higher operating savings over time.

As a result, U.S. Power Center is uniquely positioned to unicorn these systems and technologies into the marketplace with little or no cash outlay required.

Our results are unquestionably remarkable.

We create projects that are aggregated to reach scalable levels of investment, while prioritizing energy efficiency initiatives that exceed your necessary corporate financial returns.

OUR RESPONSE

We Guide and Assist the Asset Manager by Helping Them:

- **Operate Efficiently**

Because of our expertise in breaking down energy flows into granular form and presenting them visually for easy response, you learn where your systems are operating efficiently and where they are not. You are always in a position to control your business proactively.

- **Save Capital Expenditure Money**

Dovetailing into our established relationships with cutting-edge manufacturers and technologies saves you money, as our national account pricing agreements are extended to your organization.

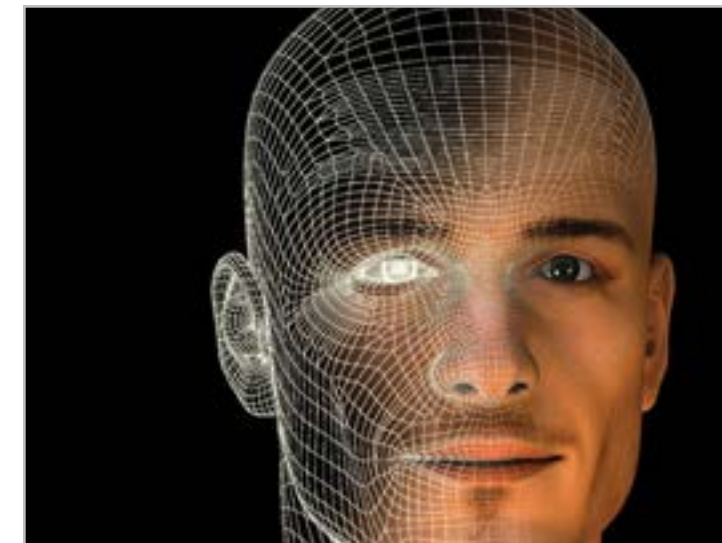
- **Push Operating Costs Downward**

Ultimately, you are continuously able to manage in real time, pushing your company's overall energy costs downward with an ease that only a seasoned professional can enjoy.

Does this sound like an attractive value proposition? We are a company that knows exactly how to connect the dots between energy consumption and business performance, and we do so minute by minute, day-in and day-out with our clients. With our assistance, you will manage energy flows easily and efficiently, as we offer the knowledge, network, and supply connections necessary for your organization to come to terms with consumptive waste.

We suggest that you deploy the new model. With our help, you will be quick to adopt and adapt, because we bring you onto the U.S. Power Center team, where we nurture and support you, and then collectively act together. Let us help power your way forward.

U.S. Power Center specializes in developing analytical frameworks for shaping the business case for technological deployment, thereby assisting enterprises to transition strategy development into actionable initiatives.

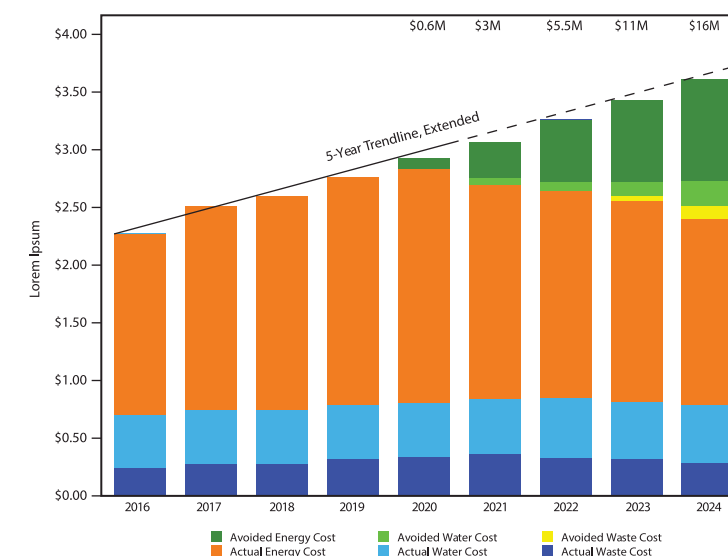


The Vision

Our vision is to design, build, deploy and manage a suite of the most productive and admired building performance technologies on earth.

The Mission

Our mission is to bend our clients' energy cost curve, by combining superb power systems with a world class fulfillment network, and a robust suite of digital tools.



Our Commitment

Our commitment is to continue to engage and assist the marketplace as developers of outstanding energy-oriented content, platforms, and reach.

As-Built Assessment

We take a whole-building approach by comprehensively examining the building envelope, systems and operations, as well as maintenance procedures and schedules. In addition, we engage in targeted drill-downs by delving into lighting, heating and cooling, refrigeration, ventilation, food preparation and water heating systems. We identify no-cost and low-cost energy saving opportunities in addition to potentially-avoided cost-generating capital improvements.

Solution Development

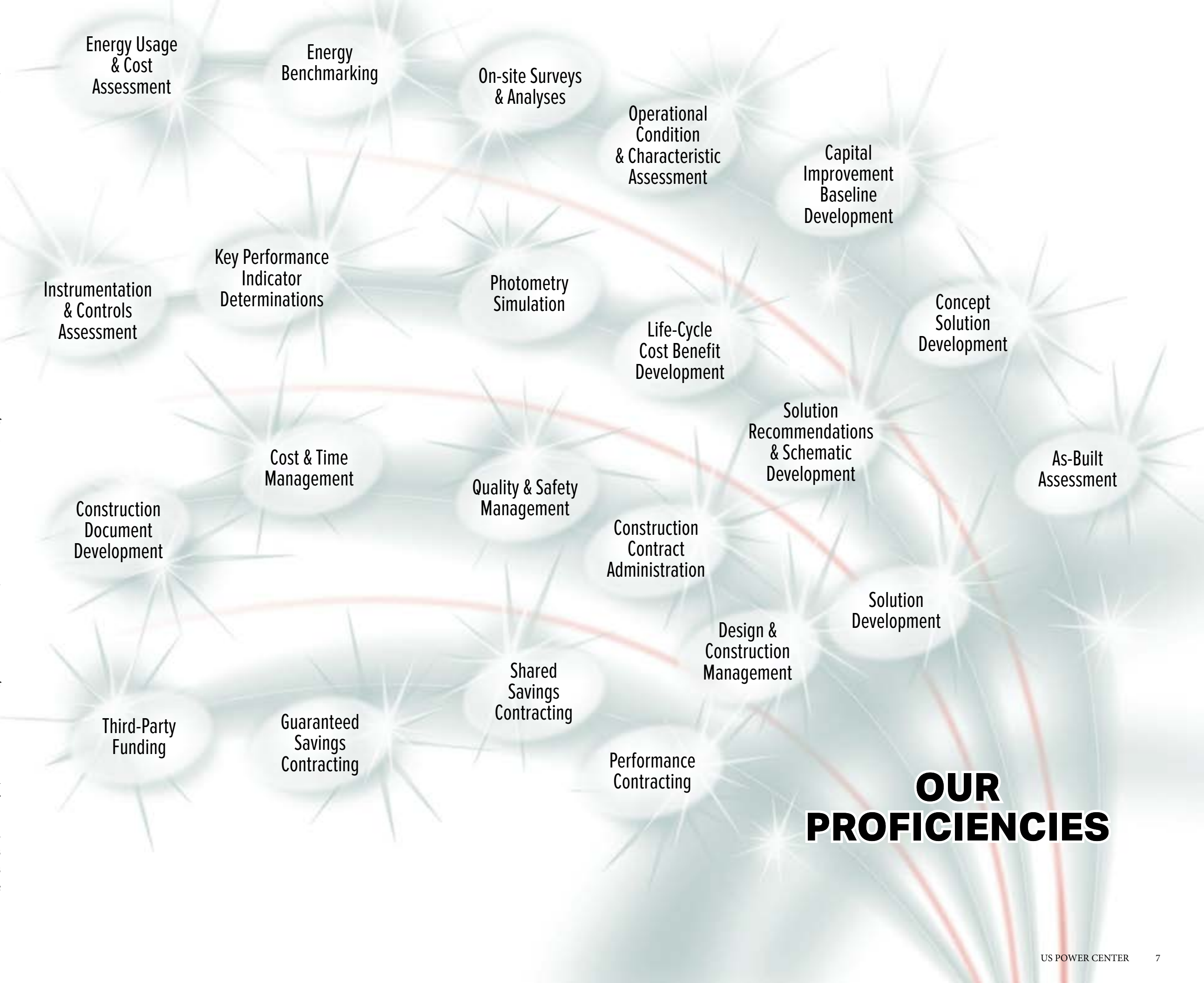
Lots of people want to sell our clients products; we offer them solutions. Every solution selected must generate results, minute-by-minute over a long period of time, for every commercial, industrial and institutional environment we’re involved in. Each represents a series of opportunities driven by our clients’ increasing hunger for improved energy efficiency and often, digitally-advanced controls.

Construction Management

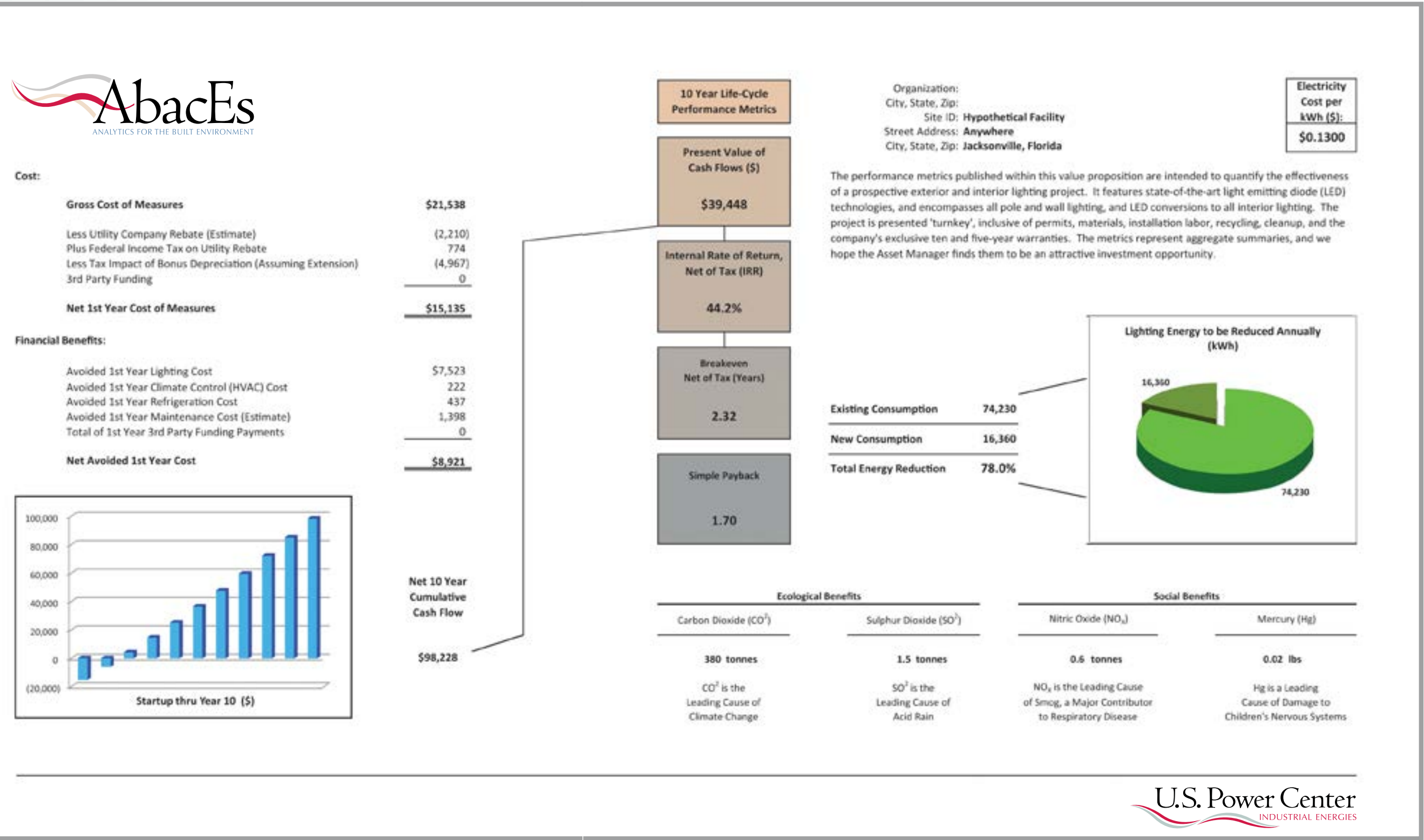
Once you have selected a set of solutions, we move your projects into our network of installing contractors, and then provide planning, budgeting, time management, quality assurance, and safety oversight. We are proficient in working through construction plans and their execution, benefiting you greatly by trimming dollars and hours off most projects.

Performance Contracting

Our Performance Contracting models will enable you to select a single-service provider to design advanced building systems that incorporate automation, controls, integration, analytics and data management. When this model is selected, less upfront investment is required, than would otherwise be the case with ‘all-cash’ deals.

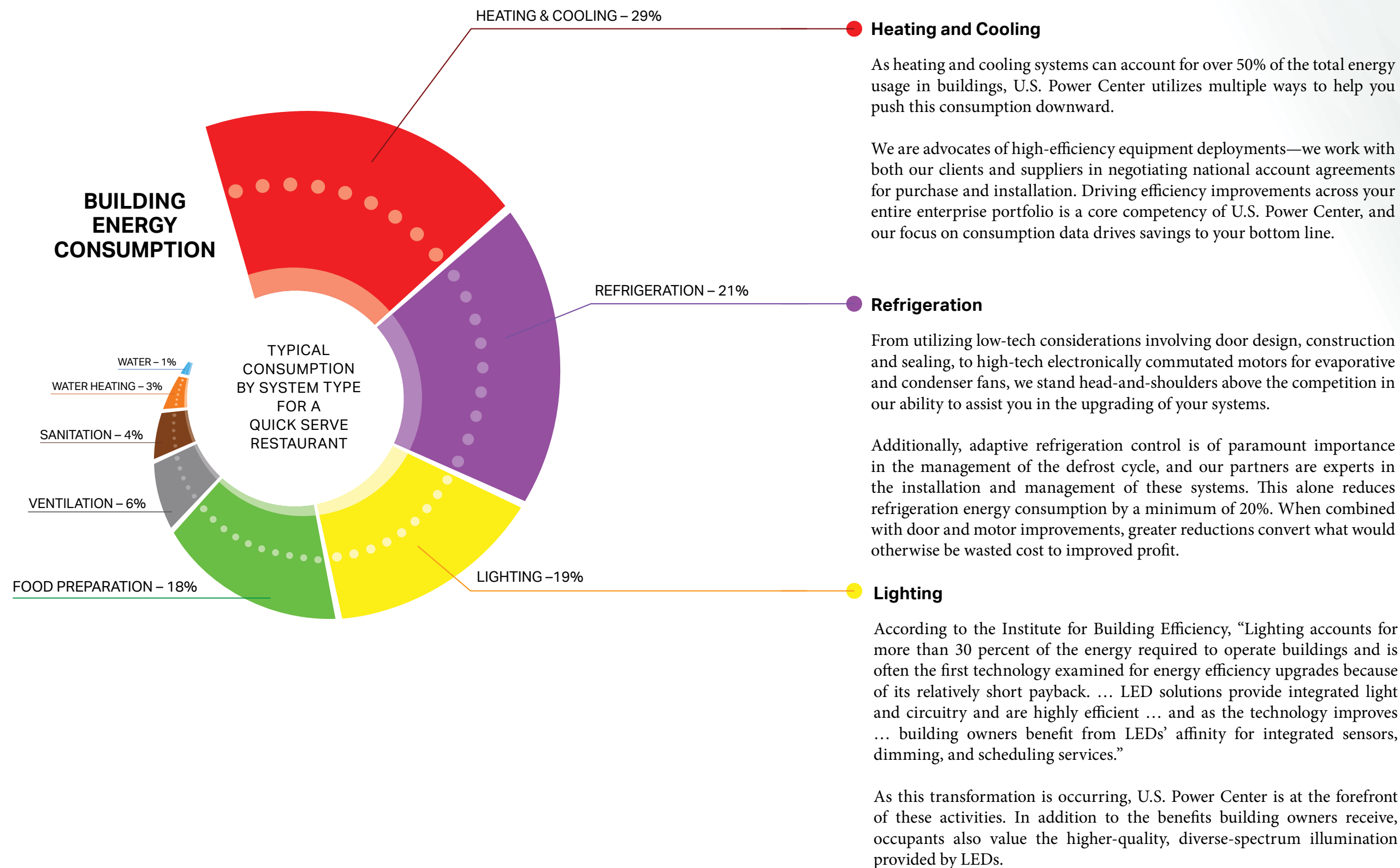


AT THE HEART OF THE BUILDING SCIENCES IS MEASUREMENT..



.. BECAUSE IN ORDER TO MOVE THE NEEDLE, WE FIRST HAVE TO FIND IT.

TECHNOLOGICALLY, WE'RE AT THE CUTTING EDGE



- Think of energy use as prudent calorie intake:
- Consume only what is necessary;
 - Make healthy choices;
 - Keep waste to a minimum;
 - Live well!

Think of the CO² hits between the field and the fork: clearing land for crops requires energy use; cutting vegetation removes what would otherwise sequester CO²; then the production of crops or livestock itself requires an enormous amount of energy, spewing even more CO². This all happens before the food gets to the restaurant, where the chefs then turn on the appliances.

Food Preparation

Our partner's revolutionary plug load management system provides a practical solution for increasing electrical efficiency by measuring, controlling, and managing the electrical plug loads of each appliance.

By taking advantage of automated demand response (DR), peak-daily (PDP), and time-of-use (TOU) pricing structures, plug load management reduces plug load costs by as much as 50 percent.

Ventilation

By reading inputs from utility data, exhaust management systems can now automatically adjust fan speeds to match real-time exhaust needs. Available exclusively from one of our strategic partners, variable ventilation is designed to work with existing exhaust fans and requires no optical sensors, temperature sensors or changes to the hood.

Sanitation

High efficiency, low flow pre-rinse spray valves save water, water heating, and money.

Water Heating

A heat recovery system for water pays for itself very quickly using free waste heat from the AC or refrigeration compressor to heat the water, thereby cutting its heating costs.

Water

We can reduce your water consumption in multiple ways—our cutting-edge technologies span irrigation systems, faucets, toilets and more.



OUR STRENGTH IS IN CONNECTING — THE BUILT ENVIRONMENT

● Heating and Cooling

We can now integrate building components, leverage existing infrastructure and share data using smart building technologies. U.S. Power Center assists in this transformation by designing, installing and commissioning low-voltage building systems for a variety of new construction and retrofit work. We take advantage of the convergence of today's more advanced building technologies and systems, and bring you "smart" integrated technological solutions that optimize building performance across technologies.

Heating and cooling typically represent the highest-consuming systems within a built environment. With our guidance, your technological transformation will bring you countless benefits. Our team of supply-side partners brings an experience base and expertise that generates superlative outcomes.

● Lighting

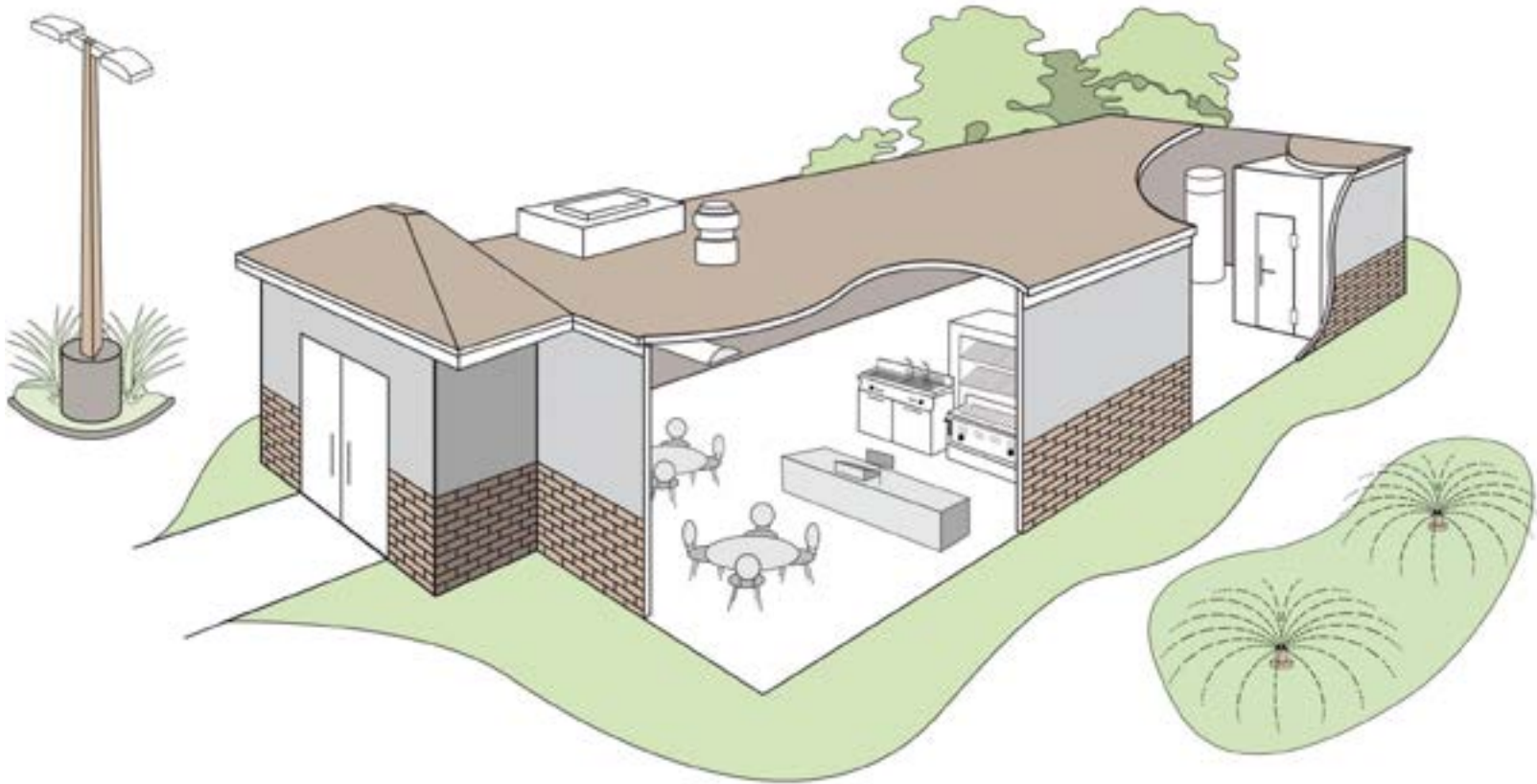
In the not-too-distant past, lighting equipment and systems depended solely on manual controls. As a result, a very small percentage of existing buildings today have lighting integrated with building automation or control systems.

Lighting control can now be as easy as selecting the proper luminaires and switches. No extra devices need to be specified, and no sensor layouts need to be painstakingly selected and installed. Generally speaking, the best intelligence is in the most technologically advanced fixture, and you will continuously save money with fixtures that are smart, with dimming capabilities that respond to schedule, available daylight and vacancy.

Clearly, combinations of these building solutions improves both energy and operating efficiencies. At U.S. Power Center, we pride ourselves in leading the industry to stay atop cutting-edge technology, helping to move it toward a more holistic approach to energy management.

● Ventilation

A typical restaurant exhaust fan runs at a higher speed than required 90% of the time. Variable ventilation changes that, by reading inputs from utility data and automatically adjusting fan speeds to match real-time exhaust needs. Available exclusively from one of our strategic partners, variable ventilation works with existing exhaust fans and requires no optical sensors, temperature sensors or other changes to the hood.



● Water Heating

Hot water is seldom utilized overnight, or if so, it is at significantly reduced volumes from during the day. Using timers, we enable some 'coasting' as the day comes to a close, provide for shut off completely during the night, and then kick back on just in time for morning usage.

● Refrigeration

Refrigeration can account for as much as 21% of a restaurant's energy costs. While using adaptive refrigeration control, provided and installed by one of our strategic partners, you will maximize energy efficiency by eliminating unnecessary defrosts and significantly reducing compressor run time. Remote monitoring and diagnostics optimize efficiency, putting an additional chill on high energy costs.

● Water

Previously faucets were allowed to run according to an occupant's whims (and propensity to tightly turn them off). Today's faucets are metered to respond directly to inserted hands and then shut off when those hands are removed.

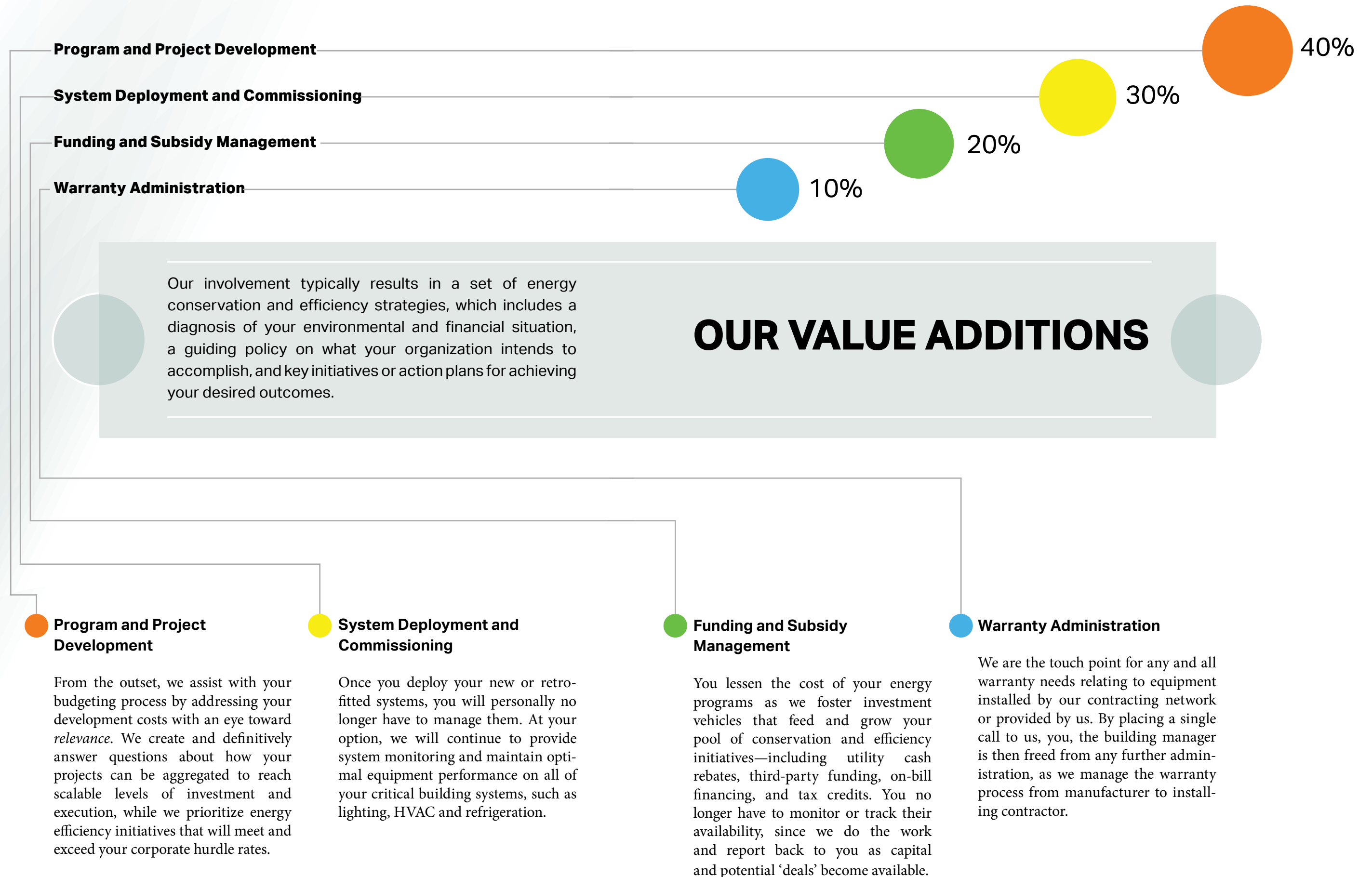
● Food Preparation

We use an suite to monitor energy use and cost, create energy use policies, and efficiently manage appliance power with rules-based automation. Using extensive regimes of rules, protocols and tools, you will directly integrate with existing building and energy management systems. And with our cloud-based data services, you can ensure scalable and accessible power usage data for the entire enterprise.

THE NETWORK

You can achieve astonishing results when building intelligence is captured, actionable information is communicated, a platform for interaction is provided, and capital investment is deployed. When U.S. Power Center learns which technologies and processes perform best, we share each new innovation and resource with our entire stable of clients. In doing so, we impact energy consumption in extraordinary ways.

The world changes when people seek to build relationships with other like-minded people, as they discover they share a common cause and vision. Each interaction increases knowledge, fosters courage and commitment, and promotes new practices that lead to broad-based change. U.S. Power Center is adept at building networks, both technologically and interpersonally, and our clients benefit greatly from this capability. Because our network generates conditions for creation and transformation, innovations in conservation and efficiency are continually emerging, at times producing astonishing outcomes.



SOME OF OUR LARGER CLIENTS . .



Loeks Theatres, Inc.
Loeks Theatres, Inc. brings a superior experience to movie-goers, with theaters located throughout Western Michigan. An average of 5.5 million customers will see movies at their Celebration! Cinemas this year, and the company prides itself in providing its particular brand of quality entertainment.



“Our corporate office and flagship theater parking lighting has been substantially improved, and the controls on each of the fixtures have enabled us to eliminate what had been wasted energy consumption.”
Roger Lubs, Vice President, Facilities



Meritage Hospitality Group, Inc.
Meritage Hospitality Group, Inc. owns and operates restaurants comprised of four distinct brands: Wendy’s Old Fashioned Hamburgers, Twisted Rooster, Crooked Goose and Freighters Eatery & Taproom, with Wendy’s representing 85% of the company’s current holdings. A progressive and dynamic company, it sets the industry standard for customer service, which drives its near-hyper growth across numerous metro markets located in seven Midwest and Southeast states.

“U.S. Power Center’s comprehensive approach to energy management clearly puts them at the top of their profession. Their command of the technologies, ability to navigate through their complexities, and explain things simply and thoroughly has been appreciated by all of us here in Real Estate and Facilities. They’ve been very instrumental in helping move us to the next level of energy management in our Wendy’s restaurants.”
Doug Poland, Director of Real Estate



SpartanNash Company
SpartanNash Company is an American food distributor and grocery store chain headquartered in Byron Township, Michigan. It is the largest food distributor serving military commissaries and exchanges in the United States. The company’s core businesses include military commissaries, independent grocers, and corporate-owned retail stores in 44 states, Europe, Latin America, and the Middle East. SpartanNash operates 166 retail stores from the Upper Plains through the Midwest.



“You’ll find U.S. Power Center where energy utilization meets the speed and exactitude of the building sciences. Their skill in gathering data, developing analytics, and determining appropriate courses of action – particularly on the energy front - has not only been impressive, but extremely productive for us. And then they go to work.”
Ray Webb, Energy Specialist



Leprino Foods
Leprino Foods is proud to be the world’s largest mozzarella cheese maker and top producer of whey protein and dairy ingredients. Still family-owned, they pride themselves on supplying the highest-quality products to food and nutrition companies around the globe.

“US Power Center’s attention to detail is unparalleled in our industry, and his perseverance through some challenging moments during our retrofit here was appreciated by all.”
Dennis Turgeon, Maintenance Manager



Trendway Corporation
Trendway Corporation has been in the business of creating beautiful spaces for over 45 years, serving a wide variety of customers, including contract, small business, international, federal and state government. Both the Trendway offices and high-capacity manufacturing facilities are located in Holland, Michigan.



“U.S. Power Center’s proprietary ‘Abacus’ system enabled us to model potential cap ex performance precisely. And their responsiveness as we worked through a variety of scenarios enabled us to ultimately make the right set of decisions.”
Jack Chance, Chief Financial Officer



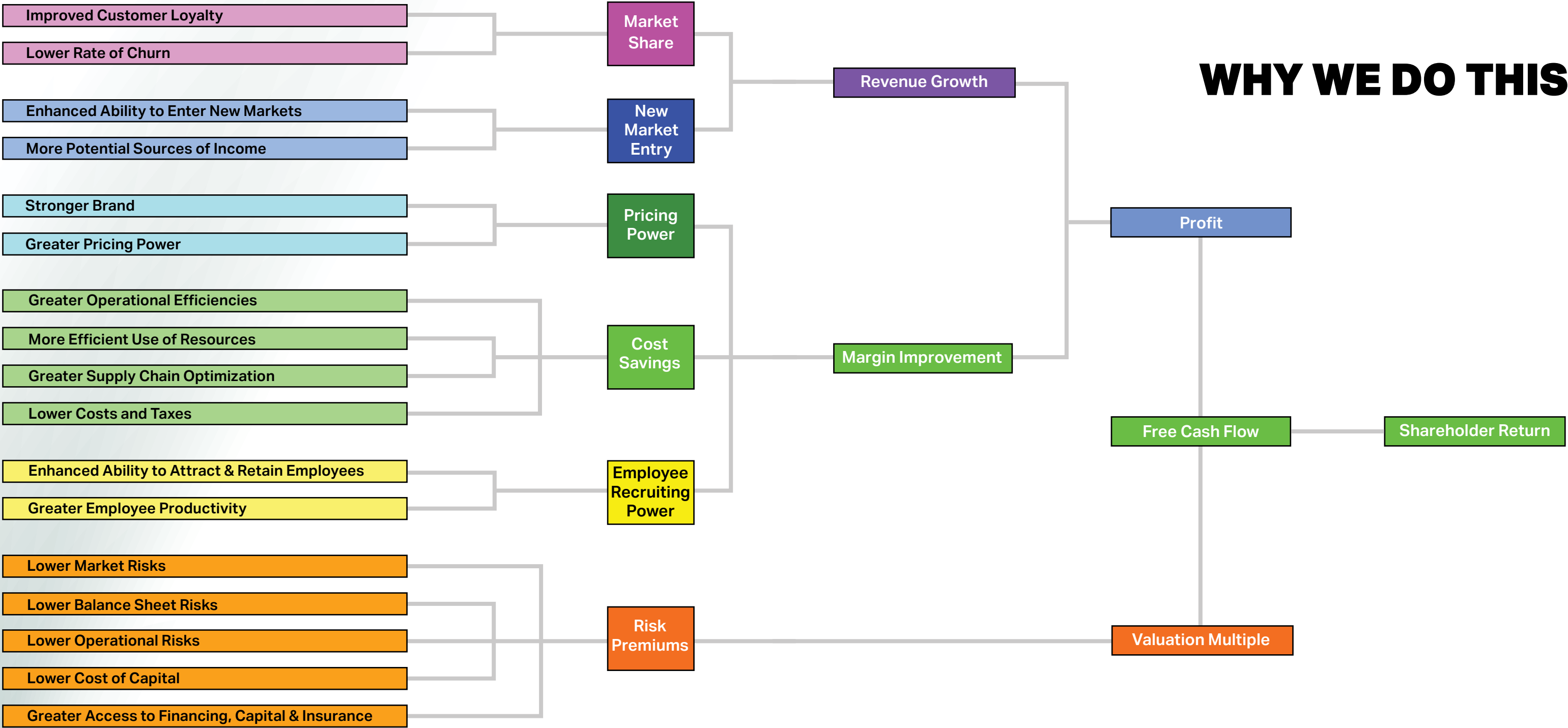
Wolverine World Wide, Inc.
Among the first in their industry to leverage the global potential of their brands, Wolverine World Wide is a diverse business model that spans numerous product categories. From their headquarters base in Rockford, Michigan, they are dedicated to advancing what have now become 17 major brands, with an ever-expanding portfolio and global footprint that reaches in excess of 200 countries and territories.

“Ron and his team replaced the exterior lighting at our corporate campus, and in doing so cleaned up a number of problems we had lived with for years. ... And the overall look is vastly brighter and cleaner.”
John O’Brien, Director of Facilities



. . AND THE PRAISES THEY’VE BEEN SINGING

WHY WE DO THIS



THE TOP 10 REASONS FOR SERIOUS ENERGY MANAGEMENT:

Customer-Centric Attributes

1. Improved Alignment with Customer Values
2. Stronger, More Important Brand in the Eyes of Like-Minded People
3. Sharpened Market Differentiation

Employee-Centric Attributes

4. Improved Health
5. Enhanced Pride and Authorship in the Corporation
6. Increased Employee Retention

Owner-Centric Attributes

7. Increased Revenue
8. Reduced Energy, Water and Waste Cost
9. Decreased Recruiting Cost
10. Increased Net Profit

BUT IT'S REALLY SIMPLER THAN THAT

We Impact Reductions in Energy Consumption, Bending the Cost Curve

The cost of implementing advanced building management initiatives is repaid throughout the life of the building and is readily offset by increasing the building's value in the future. Because fossil fuel energy generation's negative impact on natural resources inevitably leads to rising prices for energy from non-renewable sources, reducing energy consumption is our top priority.



We Enhance Your Corporate Image and Standing in the Marketplace

The perception that a company is socially responsible can be a differentiating point for customers. In order to be convincing, it must be a sincere, deeply-held component of the corporation's culture. U.S. Power Center can integrate a successful environmental strategy into your corporation's underlying culture and values. We assist you in the integration of environmental messaging into your marketing and core business strategies, and in doing so help elevate your organization above your competition.

We Affect Reductions in Carbon Emissions, Thereby Restoring and Preserving the Health of the Planet

About 20 percent of all greenhouse emissions are generated via everyday activities such as heating, cooling, cooking, lighting, and running appliances. Responsible building management reduces greenhouse gas emissions, and those reductions contribute to the preservation efforts required to keep our waterbodies and air clean.



We Improve the Health and Well-being of People

Air quality is essential for health. We take a step beyond just preserving, to continuously enhancing what has become progressively declining air quality. Dependent on outdoor air, the indoor environment has the added burden of toxins and gases emitted from materials and furnishings. Our monitoring and control will change this calculation, resulting in improved health and well-being. We favorably impact your occupants' thermal comfort, influenced by temperature, humidity, air movement, exposure to radiant heating and cooling sources..



Ron Motsch, President

Grand Rapids • Pittsburgh • Asheville

www.USPowerCenter.com • (616) 570-9319 • RMotsch@USPowerCenter.com