



# CEOCFO

## Interviews & News!

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## EnerBrite brings to market a technology to reduce energy consumption and help in the greening of the planet



**Energy  
Green Technologies  
(ETGP-OTC.PK)**

**EnerBrite Technologies Group, Inc.**

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**Edward Herbert  
President and CEO**

### **BIO:**

Prior to joining EnerBrite, Mr. Herbert served as a sales/marketing executive for over 35 years. He built a \$30 million travel agency network during the 1970's and 1980's. In addition, he created a \$50 million international sales promotion agency in the 1980's and 1990's. Mr. Herbert has also served as a consultant to emerging companies in consumer goods, security products and internet marketing in both the United States and Canada.

### **Company Profile:**

EnerBrite Technologies Group's focus is on introducing performance-related technologies designed to manage energy consumption and control demand. The EnerBrite product line consists of various technologies that not only have the capability of controlling energy demand but can also be the foundation for reconfiguring base building systems. These technologies can substantially change the way building systems are installed and operated (e.g. domestic hot water, hallway ventilation, in-suite heating/cooling, etc.).

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFOinterviews.com**

**CEOCFO:** Mr. Herbert, what attracted you to EnerBrite?

**Mr. Herbert:** "One of the key things that attracted both me and Steven Brown, co-CEO and CFO, was that we're in the age of energy conservation and the 'greening' of the planet. EnerBrite is a company with a very interesting energy management system that can help in those areas."

**CEOCFO:** What is the focus for EnerBrite?

**Mr. Herbert:** "The company has put together a program that integrates a smart thermostat based on a motion sensor, with a networked system that allows building managers, owners, hotel operators and so forth to manage their energy needs based on the actual occupancy of the suites or units in their building. If a space is not occupied, why heat or cool it?"

**CEOCFO:** How does it work on a practical basis?

**Mr. Herbert:** "This is how it works on a practical basis: While our thermostats can be pre-programmed to operate within any temperature range, most of them are set between 60 and 85 degrees when they are manufactured. This allows the occupant complete flexibility within those limits. For example, in a cold climate, the average person likes his or her living environment to be about 70 or 72 degrees. Therefore, while you are at home you may set the thermostat at 72 degrees. However, if all of a sudden you go out for a couple of hours, after eight minutes our system's combination of door contacts

and motion sensors will determine that the suite is empty and relay that to the thermostat, which then allows the temperature to drift from 72 down to, for example, 69. For the hour or two that you are out, you are starting to save a bit on your energy costs. Now let's assume that it's the weekend and you are not going to be back until Monday. After 15 hours, the thermostat continues to drop the temperature down to 60 degrees, which is the low pre-set setting. Now that is twelve degrees below your comfort level, but you are not home anyway. During the entire time that you are away, you have saved all that energy. When you come home, the thermostat re-establishes your pre-set temperature. As soon as you walk in the room, the system's door contact and motion sensor notice motion and it goes back to the original setting within fifteen or twenty minutes. Since it never drops below 60, or, conversely, in the summertime never goes higher than 85, the recovery time is quite quick. There are other products out there, and anyone can go to the hardware store and buy one of those programmable thermostats. However, there are two problems with programmable thermostats: One is that many people have difficulty in getting the directions right and figuring out how to program them properly. Two, even if you have figured out how to program it properly, if you go away for the weekend, on Saturday morning at seven o'clock your heat comes back on and stays on all day, using all that energy, but you were not home. That is the problem with programmable thermostats – they still come on and off whether you are home or not."

**CEOCFO:** Where are you in the process of getting the product deployed?

**Mr. Herbert:** “What we are targeting is multi-unit residential spaces such as apartment buildings and condos. That is where we can have the most immediate impact. There have been many companies out there for years who have been going to building management groups and saying they needed to look at their boiler, air and heating units because there are more efficient plant systems available to help reduce energy consumption. The problem is that the big plant – your huge boiler, air handlers and chillers – only consumes about 30% of the building’s total energy, while 70% of the building’s energy is actually consumed inside the living spaces. Nobody has gone after that particular area to help manage and conserve energy. That’s why our initial focus is on this multi-unit residential market. But we are also talking to school administrators. With the increase in population in many areas, it’s difficult for school boards to keep up with the bricks and mortar needs, so they are adding portable classrooms. These are usually empty at night and on the weekends, yet you can often see lights on and can assume that the heating or air conditioning is also on. This is a tremendous waste of energy and money and our system can solve that problem.”

**CEOCFO:** How easy is it to implement the system? How costly?

**Mr. Herbert:** “You have two different applications. One is a retrofit situation where there is an existing building and they want to take the inefficient system out and put in an efficient system. The best way to solve that problem is through our wireless product. It causes less disturbance and does less physical damage to a building due to breaking through walls or fishing wire through plasterboard. The other situation is new construction, where you can use our wired product, which is a little cheaper than the wireless one. But since you are now in a space that is being built, it is much easier to run the wire than trying to do it in an existing facility. When we are talking to developers or contractors, it depends on whether they

are retrofitting or talking about new construction. If they are going into new construction, we tell them it will be a little cheaper and just as easy to use the wired product. Regardless of which one is selected, the ROI is anywhere between 18 and 24 months.”

**CEOCFO:** What geographic area are you targeting and how do you reach the people you need to?

**Mr. Herbert:** “We are based in Las Vegas, Nevada. In the process of going public, we purchased a Canadian company, ESSX Canada. They spent two years developing a business model in the province of Ontario and have been very successful in introducing this product into apartments, condos and schools. We have taken their business model and have just opened our first regional sales office in the United States in Las Vegas. We are about to open sales offices in Colorado, Florida, and in the northwest in either Portland or Seattle. We are going to use the Canadian business model in talking to developers, building managers, utilities, etc. This is a product that is going to help manage energy demand, especially during peak load periods when brown-outs and black-outs can occur.”

**CEOCFO:** How does EnerBrite stand out in the marketplace?

**Mr. Herbert:** “The point of difference that we are bringing into the marketplace is the fact that we have taken a proven product, a motion based thermostat, and we have developed a way to integrate it with other protocols that control in-suite comfort and conditioning such as lighting, heating, cooling, etc. We integrate everything into a front-end networked monitoring and control system so that energy use can be managed from a central location such as the maintenance department or the administration office or the security department. We are getting the message out to developers, architects, and builders that if you can understand the occupancy profile of your building, you can better build and maintain an en-

ergy efficient facility.”

**CEOCFO:** Are people really ready to conserve?

**Mr. Herbert:** “What is happening is that the people who manage large facilities are realizing that while they may be having some success in controlling such operating costs as personnel, cleaning, or maintenance, they are seeing the cost of energy sky-rocket. The cost of energy is going up by 10% to 15% a year, and their reaction is ‘I can’t do anything about this because the utility has just upped its rate.’ There may be nothing you can do about the fact that your utility has raised its rate, but now there is something you can do to counteract it. If you install our energy efficient system to better manage the consumption of energy in your facility, you can help mitigate that rate increase so that maybe over the next two years you can keep your energy bill at the level of the past two years. Our system is showing an average 20% to 30% decrease in energy cost after it has been installed.”

**CEOCFO:** What is the financial picture of the company?

**Mr. Herbert:** “We just happened to bump into a very interesting situation recently. Last Thursday there was a financial forum in New York City run by a company called Value Rich. We were a participant in a forum, which gave us a half hour to make our presentation to the investment community. Who are we? What are we doing? We had an incredible response from the financial community, better than I could have hoped, so I would say that our investment strategy right now is very nicely on target and our financial picture is looking very bright.”

**CEOCFO:** Why should potential investors consider EnerBrite?

**Mr. Herbert:** “Investors are looking not only for something that is a nice solid investment but also for something they can grow with. There are many people out there who would like to buy and hold onto something for several years and see

**“... there are companies like ours out there that are environmentally aware and that are bringing to market products that respond to some of the problems that we are all facing today ... We are offering technologies that allow people to save energy and help the planet while still living in a comfortable environment.” - Edward Herbert**

it increase in value to four or five times what they paid for it. When you consider energy conservation and look at the energy sector today, it is a market sector that just has to grow and is ready to take off. We are positioning ourselves to be one of the major players in this sector.”

**CEOCFO:** What should readers take away from this interview?

**Mr. Herbert:** “What I would like to see people take away is that there are companies like ours out there that are environmentally aware and that are bringing to market products that respond to some of the problems that we are all facing today.

I’m not an automobile manufacturer, so I can’t make a car that runs on corn oil. However, we are offering technologies that allow people to save energy and help the planet while still living in a comfortable environment. That is what I want people to understand about EnerBrite.”

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Energy Saving Solutions

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