



Contact:
Kerri Martinek
Director of Marketing
Bridge Energy Group
617-851-1091

kmartinek@bridgeenergygroup.com

**BRIDGE ENERGY GROUP TO SPONSOR AND PARTICIPATE AS AN ENERGY INDUSTRY THOUGHT LEADER
AT GRIDWEEK 2011 IN WASHINGTON DC**

*Tony Giroti, CEO of BRIDGE, Set to Address the Challenges of Integration and Interoperability During the
Systems Integration Panel*

WASHINGTON, DC and MARLBOROUGH, MA – September 9, 2011 – BRIDGE Energy Group, Inc., the trusted advisor and implementation partner in Smart Grid Integration and Utility Solutions, today announced its sponsorship and participation as an energy industry thought leader at GridWeek 2011. This four-day event, taking place September 12-15, 2011 in Washington, DC is globally recognized as the must-attend Smart Grid gathering, and is the only event that attracts the complete diversity of global Smart Grid stakeholders.

Tony Giroti, CEO of BRIDGE Energy Group, will participate as a thought leader on the Systems Integration Panel. This panel will address and explore the challenges of planning an architecture that supports the interoperability of individual components. Presenters will focus on the differences within each challenge and tackle issues such as commissioning of new systems, business issues, the role of standards, and managing technology change.

“Standards based interfaces are at the core of a well architected system,” said Tony Giroti, CEO of BRIDGE. “However, even in the best of cases, BRIDGE has identified several challenges that remain across the various domains of the smart grid conceptual model – specifically in simplifying integration through well defined points of interoperability. I’m looking forward to sharing BRIDGE’s experiences in integration and interoperability challenges as part of the panel.”

Joining Tony on the panel will be Jeff Gooding of Southern California Edison, Ed Hedges of Kansas City Power and Light, and Mark Rose of Bluebonnet Electric Cooperative. The panel will be moderated by Craig Cavanaugh of Siemens.

Since 2007, GridWeek has become the go-to Smart Grid conference for the industry’s top leaders. GridWeek is an opportunity for smart grid stakeholders from around the world to come together and discuss the most pressing industry topics. The event is planned by a representative committee of 14 industry stakeholders who guarantee that the content and speakers are pertinent, timely, and balanced.

About BRIDGE Energy Group Inc.

BRIDGE Energy Group, Inc., is the trusted advisor and implementation partner in Smart Grid Integration and Utility Solutions for clients in the Energy industry. BRIDGE offers business and IT transformation strategy planning as well as program management and implementation services in support of key Market Operations, Grid Operations and Smart Grid initiatives across Generation, Transmission, Distribution, Independent System Operators and Regional Transmission Operators. Founded in 2004,

BRIDGE is headquartered in Marlborough, MA with offices in Austin, TX; Albany, NY; Sacramento, CA; and Rutland, VT. For more information on BRIDGE, please contact 888-351-8999 or visit <http://www.BridgeEnergyGroup.com>.

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