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**HD SUPPLY UTILITIES PARTNERS WITH SMARTLABS TO OFFER INSTEON®  
HOME AREA NETWORK (HAN) PRODUCTS FOR UTILITY SMART GRID INITIATIVES**

*INSTEON products have been used in U.S. homes since 2005; more than 28 billion successful INSTEON messages have been sent and received within home area networks.*

**ORLANDO, FLA./IRVINE, CALIF. – January 20, 2010** – HD Supply Utilities, North America’s largest electric utilities distributor, announced it has partnered with SmartLabs, Inc., an integrated technology company based in Irvine, California. HD Supply Utilities will offer SmartLabs’ family of over 100 INSTEON home area network products available in the marketplace today to electric utility companies for their consumer smart grid initiatives. INSTEON products enable smart grid applications such as demand side management, demand response, scheduled load-shedding, daylight harvesting, automated control/response and real-time pricing displays and e-mail reports/alerts.

INSTEON is a dual-band, mesh networking, wireless HAN technology, which communicates simultaneously over a low-cost combination of radio frequency and existing electrical wires in the home (powerline), resulting in increased reliability of the home area network. It uses a simulcast communications design that amplifies and replicates message transmission throughout the home to ensure all INSTEON products on the network receive the signal.

INSTEON products are backward and forward compatible, and allow home systems such as lighting, security, HVAC, appliances and sensors to be easily linked into the home-area network. Consumers can control or monitor these systems from anywhere, enabling in-home energy reduction and management. Consumers can also add an unlimited number of INSTEON products to their home area networks without jeopardizing reliability.

“We selected INSTEON because of its established track record of performance. Consumers have used INSTEON products since 2005, and the technology is currently featured in advanced smart grid pilots with four of the top 10 U.S. utilities,” states Geff Smith, vice president, Automation, HD Supply Utilities. “We are delighted to add INSTEON products to our full suite of smart grid technology solutions, offering utilities the capability of a highly reliable home area network for their consumer demand side management, demand response and other energy efficiency programs.”

“INSTEON is a proven and award-winning smart grid HAN technology, enabling the home area network through dual-band simultaneous communications, which has been used in the consumer home for over five years,” explains Joe Dada, chief executive officer, SmartLabs, Inc. “Our products are plug-and-play with easy installation. They are completely compatible and interchangeable, and require very little power. SmartLabs has received multiple innovative design and engineering awards for its INSTEON technology, which is recognized in the industry.” Dada, who founded SmartLabs in 1992, will be a panel speaker at the inaugural Smart Energy Summit: Engaging the Consumer in Austin, Texas, January 26, 2010.

HD Supply Utilities will distribute INSTEON products through its extensive branch network and offer 24/7 customer care and help desk support in conjunction with SmartLabs. Products to be distributed include:

- Programmable Thermostat – Energy Star rated
- 240V Load Controller (Water Heater, Pool Pump Controller)
- Internet Gateway, Web Interface and Central Controller
- Individual Product Energy Meter
- Whole Home Energy Meter (2 models)
- Motion Sensor, Dimmer, Switch, Keypad and Outlet

INSTEON products will be available on a standalone basis, or as a component of HD Supply Utilities’ full, integrated suite of smart grid technology solutions, which includes AMI, in-home devices, demand response, demand side management, meter data management, broadband and cyber security.

### **About HD Supply Utilities**

As North America’s largest electric utilities distributor, HD Supply Utilities ([www.hdsupply.com/utilities](http://www.hdsupply.com/utilities)) is a business of HD Supply ([www.hdsupply.com](http://www.hdsupply.com)), a leading wholesale distribution company, providing a broad range of products and services to professional customers in the infrastructure & energy, maintenance, repair & improvement and specialty construction markets. With a diverse portfolio of market-leading businesses, HD Supply is one of the largest diversified wholesale distributors in North America, with approximately 900 locations.

### **About SmartLabs, Inc.**

Founded in 1992, SmartLabs, Inc. is an integrated technology company in the home area networking (HAN) and home automation markets. SmartLabs is organized into three divisions: SmartLabs Technology, the pioneering architects of INSTEON wireless HAN technology; SmartLabs Design, which designs and develops Smarthome products; and Smarthome Direct, which sells its own, as well as, third-party products to consumers via its award-winning web site — [Smarthome.com](http://Smarthome.com), through their direct mail catalog and via their brick and mortar retail store located in Irvine, California. Learn more about INSTEON at [www.insteonsmartgrid.com](http://www.insteonsmartgrid.com).

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