



STRATEGIC COMMUNICATION

News Release

For Immediate Release

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Litos Strategic Communication launches Smart Grid stakeholder book series

(Providence, RI: January 27, 2010) Litos Strategic Communication announces the recent publication of six informational books about the coming modernization of the nation's power grid, more commonly known as the Smart Grid. Produced under contract with the US Department of Energy, the new publications are tailored to the specific interests of six stakeholder groups identified by the DOE as critical to advancing the Smart Grid.

Litos' first DOE sponsored publication, *The Smart Grid: An Introduction*, was published last year and presented a general overview of the Smart Grid concept. The new stakeholder book series, and the audiences to which they are directed, are as follows:

- *What the Smart Grid Means to You and the People You Serve. (Utilities)*
- *What the Smart Grid Means to You and the People You Represent. (Regulators)*
- *What a Smart Grid Means to Our Nation's Future. (Policymakers)*
- *What the Smart Grid Means to America's Future. (Technology Providers)*
- *What the Smart Grid Means to Americans. (Consumer Advocates)*
- *How the Smart Grid Promotes a Greener Future. (Environmental Groups)*

These most recent publications represent yet another important step in DOE's continued commitment to raise the level of Smart Grid awareness, according to Eric Lightner, Chairman of the Federal Smart Grid Task Force.

"Each of these books presents key audiences with context, perspective and critically important information that we believe will help them continue to shape their organizations' work in engaging with the Smart Grid," said Lightner. "Continued pursuit of the Smart Grid requires all parties to be as informed as possible, and this effort moves us further toward realizing that goal."

Mark Litos, President of Litos Strategic Communication stated, "The release of the DOE's stakeholder books during GridWeek, the premier annual Smart Grid conference, was an important step forward in the Department's Smart Grid outreach efforts as many of the represented stakeholders were in attendance. We're proud to have been part of this effort."

To download a digital version or request a free copy of any of the DOE sponsored Smart Grid books, visit <http://www.smartgrid.gov> or <http://www.oe.energy.gov/smartgrid.htm>.

Good Thinking

About Litos Strategic Communication

Litos Strategic Communication has been involved in virtually every sector of energy for nearly three decades, from demand-response to energy efficiency to the smart grid; from utilities to transmission to technology; from natural gas to renewables. In 2007, the firm wrote the strategic plan to advance the Smart Grid Initiative for the GridWise Alliance. A year later, it authored *The Smart Grid: An Introduction*, for the U.S. Department of Energy, the first book of its kind to convey to a broad audience, in layman's terms, the power and promise of the smart grid. Following the success of *An Introduction*, Litos engaged in stakeholder outreach, publishing six additional guidebooks to address key stakeholder groups which ranged from utilities to regulators to consumer advocates.