

FOR IMMEDIATE RELEASE

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PORT WASHINGTON, WI – OCTOBER 14, 2008 ... Franklin Energy Services, LLC today announced the appointment of Edward M. Carroll to the position of vice president, program design and development for the firm.

Carroll is a 16-year veteran in the energy efficiency industry, with experience in building science, and energy efficiency program design, planning and administration. Most recently, he was one of three principals of Glacier Consulting Group, Madison, where he was responsible for the firm's energy efficiency program design and implementation.

Prior to joining Glacier, he held several roles of increasing responsibility until achieving the position of director, strategic planning and business development for Wisconsin Energy Efficiency Corporation in Madison. He was also involved in two start-up businesses, mSolve, LLC and Moisture Solutions, LLC, where he provided strategic input for both companies to shape service and technology offerings related to technology solutions and building science-based consultation to the commercial building and environmental insurance industry.

Carroll is based at Franklin Energy's Madison office and will maintain contracts to design energy efficiency programs with utilities in Minnesota. In addition, he will apply his expertise in program design and residential and business customer program implementation for the company's new business opportunities across the country.

He earned a B.A. in Psychology from the University of Dayton, Ohio and a Masters of Science in Energy Analysis and Policy/Urban and Regional Planning from the University of Wisconsin, Madison.

Franklin Energy specializes in the implementation of energy efficiency programs on behalf of utilities, states, and municipalities. The firm is headquartered in Port Washington, Wis.

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