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PROSIDIAN CONSULTING TEAMS WITH WORLD ENERGY TO PROVIDE ENERGY MANAGEMENT

Energy markets are volatile and uncertain while operational requirements for energy management processes challenge existing organizational structures. ProSidian's Energy Management consulting services transcend conventional service providers. We are trusted advisors that advocate a structured approach to energy management tailored to the needs of our clients and based on company risk tolerance. ProSidian associates have been in the business of structuring and procuring energy supply for industrial and large corporate customers for almost two (2) decades.

ProSidian works with energy producers, marketers, and end users in all commodity markets, making our firm uniquely qualified to provide superior energy portfolio and risk management services. We recognize that our clients have three (3) Typical Goals and Objectives:

- Reduce the risk of volatile energy prices
- Continually monitor markets for short, medium and long term opportunities
- Determine the best opportunity - then act when the opportunity exists

ProSidian Consulting, LLC has teamed with World Energy Solutions to assist clients operate a unique and highly sophisticated retail energy exchange. We are not a supplier but offer a supplier-independent, energy procurement service that leverage technology allowing customers to realize more competition for their energy sourcing with little effort on their part. Our customers benefit from our supplier-agnostic, market-specific expertise derived by conducting thousands of procurement events for companies in the Automotive, Banking & Financial Services, Consumer Products, Manufacturing, Pharmaceuticals, Real Estate (includes Construction, Hospitality & Leisure), Telecommunications, Government, and Military industries.

World Energy Solutions (NASDAQ: XWES; TSX: XWE) operates the leading online platform for retail and wholesale transactions involving electricity, natural gas, green power, and other fuels. The company's World Green Exchange transacts renewable energy certificates and greenhouse gas emissions credits. The only publicly traded company in the sector, and by far the leader in processed transaction volume, World Energy is becoming the energy marketplace of choice for retail, wholesale and green energy market participants. Customers include commercial, industrial, and government buyers, US-based utilities, and domestic and international project developers.

Ultimately, The ProSidian/World Energy team benefits industry players by delivering the best possible price in an efficient, cost-effective, and broadly compliant manner. Most important, the Exchange's technical underpinnings address critical issues such as establishing liquidity, enabling real-time price transparency, enabling speed and efficiency to the process with automated workflows, and supporting compliance. As a Channel Partner, ProSidian Consulting plays a key role in service delivery through industry expertise and focus on risk & energy management, Business Process Improvement, Project management, compliance, and hedging strategies. ProSidian teams with World Energy to develop and deliver online procurement services for energy and energy related commodities such as electricity, natural gas, derivatives and options, renewable energy certificates, and emissions credits.

To date, we've been successful helping companies save upwards of 20% on their electricity expenditures in various service territories via our online procurement methodologies and energy risk management strategies. Industries will realize the following other benefits when teaming with ProSidian Consulting for Energy Management and Energy Request For Proposal consulting services:

- You will transact via a fully transparent, supplier-independent sourcing mechanism.
- We will design an electronic Energy Request for Proposal (RFP) to your specific terms and specifications that meet SOX regulations.
- You'll only transact if you are completely satisfied with the results of the procurement event.
- Since we are paid by the winning supplier for the commodity purchased, we are confident in the effectiveness of our processes.
- Our exchanges offer both the best pricing at a point in time and can help you maximize the chances of reducing your year-over-year energy budget
- We offer customized Risk Management Strategies and Programs

- Energy Cost and Usage Database help to manage operations
- Tariff / Regulatory Assessment, Compliance, Monitoring, and Reporting Services respond to current regulations.
- Sustainability Initiatives respond to rising environmental concerns
- Forecasting (Price, Weather, Futures) and budget preparation provides accuracy in reporting.
- Hedge Strategy Development and Execution with Global Commodities Market Data delivers a structured approach to strategic solutions.
- Monthly, Quarterly, Annual Reports, and Market Updates keep you informed of market opportunities.
- Energy Management Services such as Commodity Procurement and Negotiation, Utility Contract Review Negotiations, and Analysis helps manage risks.

For buyers and sellers of electricity, natural gas and green- energy assets who are impacted by today's volatile energy markets, ProSidian Consulting's proven approach has transformed the normally complex procurement process into a powerful, streamlined vehicle for cost savings. In addition to helping its customers seek competitive pricing on traditional energy commodities, ProSidian Consulting is taking a leadership position in the emerging environmental-commodities markets.

Visit <http://www.ProSidianConsulting.com/risk-energy.html#Energy> to learn about our Structured Approach to Strategic Solutions

QUESTIONS TYPICAL CUSTOMERS HAVE BEEN ASKING:

Q: How can buyers of electricity, natural gas, green power, and other fuels best take advantage of the new rate structure?

Businesses can and should "shop" their electricity load amongst retail energy suppliers for lower price opportunities now. One of the most efficient methods of shopping for and procuring electricity is via a reverse auction like the World Energy Exchange, which is delivering cost savings today to Ohio electricity buyers throughout the FirstEnergy service territory. Customers have realized over \$3 million in savings against the utility rate in Ohio and buyers can tap a proven network to bring multiple suppliers together to compete for their business.

Q: What common mistakes should buyers of electricity, natural gas, green power, and other fuels look to avoid?

Avoid accepting the first offer of rate savings versus the default rate. Businesses may receive an offer from electricity suppliers that's lower than what their utility may provide. Market intelligence from ProSidian Consulting and proven methods for generating competitive prices can deliver the best rate for your load portfolio because we have visibility further down the market curve. Several companies that have utilized the ProSidian - World Energy Exchange have already contracted at rates significantly lower than those that were originally offered.

Q: Why should energy buyers consider engaging with ProSidian Consulting instead of staying on with the utility?

The short answer is that ProSidian Consulting is already helping your peers across vertical markets - including manufacturing, health care, real estate, and higher education - seize this market opportunity and save money. We want to help you, too. The longer answer is we are trusted advisor with deep industry expertise in the markets we serve; we understand the dynamics of the commodities market and can deliver leverageable results through a structured approach to strategic solutions tailored to the needs of client specific portfolio and profile. We have been active here since 1996, with a team successfully transacting for customers, many of them national or regional brand names.

The ProSidian Consulting team with the World Energy Exchange offers a commercially proven, award-winning online platform that gives retail energy buyers the advantage when procuring their electricity, natural gas, green

power, and other fuels. We are energy procurement experts who possess effective methods for ensuring that energy-intensive businesses obtain very competitive, least cost sources of electricity, natural gas, green power, and other fuels. Furthermore, the buyer, our customer, retains complete control over the decision making process, so there's no pressure to transact.

Q: Why should energy buyers consider engaging with ProSidian Consulting instead of staying on with the utility? Q: What do you see ahead for the electricity, natural gas, green power, and other fuels markets?

Businesses will need to stay on top of ongoing changes within the deregulating energy marketplace while engaging leading-edge companies like ProSidian Consulting for market intelligence, expertise and future monitoring of the shifting competitive landscape. We offer supplier-independent sourcing and strategies for success. As we've seen, particularly in the past year, energy markets are incredibly volatile and can move without notice or for unexplained reasons. Due to the uncertainty surrounding these markets, energy buyers can no longer employ the same energy procurement methods and strategies of the past. If they do, consider it an opportunity lost.



ABOUT PROSIDIAN CONSULTING

Risk Management | Energy Management | Compliance | Business Process Improvement | IT Effectiveness | Project Management | Executive Search

ProSidian Consulting is an integrated consulting services firm focusing on providing value to clients through tailored solutions based on industry leading practices. ProSidian provides strategically diversified services focused on the broad spectrum of Risk & Energy Management, Compliance, Business Process Improvement, Program/Project Management, and Executive Search. We also provide IT Effectiveness (Information Technology/Staff Augmentation) as well Bar Code/Asset Management and Web Design services to all industries. Linking strategy to execution, ProSidian assists client leaders in maximizing company return on investment capital through design and execution of operations core to delivering value to customers. ProSidian services are deployed across the enterprise, target drivers of economic profit (growth, margin and efficiency), and are aligned at the intersections of assets, processes, policies and people delivering value.

For more information, visit www.ProSidianConsulting.com.