

Electric Cooperative Industry Group Selects Plexeon Logistics and The Shpigler Group To Analyze Feasibility of Broadband over Power Line For Rural Utilities

NYACK, NY, June 12, 2003 – Plexeon Logistics and The Shpigler Group today announced that they have been engaged by the National Rural Electric Cooperative Association (NRECA) and its subsidiary, the Cooperative Research Network (CRN), to conduct a multi-phase, comprehensive research analysis of the Broadband over Power Line (BPL) industry. Plexeon and The Shpigler Group will perform a technical and business analysis of powerline technology and evaluate the potential to serve rural communities. The study will culminate in a published report for NRECA and CRN and a two-day conference for cooperative utilities featuring leading industry players, to be held July 28-29 at the Hilton Netherland Plaza Hotel in Cincinnati, OH. An allied organization, the National Rural Telecommunications Cooperative, is a co-sponsor of the project.

"We are honored that the National Rural Electric Cooperative Association has chosen Plexeon Logistics and The Shpigler Group to conduct this analysis and manage their conference," stated Lance Rosen, CEO of Plexeon Logistics. "Rural utilities have a strong interest in BPL but at the present time they have more questions than answers about the role of the technology in expanding broadband in their service areas. We will utilize our unique industry position and insight to deliver an all-inclusive scrutiny of the BPL industry tailored to the needs of the electric cooperatives," he continued.

Representatives from multiple organizations and disciplines, including those from the BPL vendor community, will offer current information and insight on various aspects of the state of their technologies as they relate specifically to the unique challenges of bringing broadband to rural communities. "Broadband access has the potential to affect the way communication is delivered to underserved communities," stated David Shpigler, President of The Shpigler Group. "I am pleased that NRECA has chosen us based on our unique blend of value, expertise, and our perspectives regarding BPL technology."

"It is our mission to arm our members with both technical and business insights into an emerging technology like broadband over power lines," says Martin Gordon, senior program manager of NRECA's Cooperative Research Network. "We need to be aware of the technical evolution and capabilities of BPL, but above all we must know if it makes economic sense as a cost-effective service for our cooperative consumers. We are relying upon Plexeon and the Shpigler Group to provide this critical intelligence."

Plexeon Logistics is the premier BPL network integration and business intelligence firm developing network management solutions for the planning, design, implementation, and operations of Power Line Communications networks. Plexeon provides services and solutions exclusively to Power Line Communications industry participants: electric-distribution utilities, trade associations, technology vendors, and service providers. For more information about the firm, visit the company website at www.plexeon.com.

The Shpigler Group is a strategy management-consulting firm focused on the telecommunications and technology sector. The Shpigler Group works with utilities, municipalities, telecom service providers, and infrastructure and technology developers. For these clients, The Shpigler Group works to solve complex issues involving strategic assessment, market analysis, business case development, economic evaluation of network design, and competitive and partnership assessment. For more information about the firm, visit the company website at www.shpigler.com.

The National Rural Electric Cooperative Association (NRECA) is the national service organization representing the interests of more than 900 consumer-owned cooperative electric utilities that

serve 36 million people in 47 states. NRECA services include legislative and regulatory representation, education and training, insurance, employee benefits, research, and financial services in the U.S., as well as electrification assistance in developing countries. For more information, go to www.nreca.org.

The Cooperative Research Network is a subsidiary of the NRECA, dedicated to performing collaborative research to help electric cooperatives understand and utilize new technologies and services in order to thrive in a competitive market. For more information, go to www.crnweb.org.

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