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Contact:

David Hill, Marketing Communications

800-321-6786 / 951-695-3010

dhill@opto22.com

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Opto 22 Webinar Introduces “Energy Monitoring for Profit”

“Demand Response” programs can reward energy management with revenue

Temecula, CA – June 1, 2012 – Industrial controls manufacturer Opto 22 introduces the lucrative concept of “demand response” in a webinar on June 6. Many electrical energy providers offer demand response incentive programs to their customers in order to reduce electrical demand during peak use periods. Typically a utility customer is offered financial incentives for temporarily shedding electrical loads or shifting loads to a different time of day. A business participating in a demand response program can transform electrical energy use from the fixed cost it traditionally has been to a future source of revenue. The webinar is directed towards facility managers, plant engineers, business owners, and others responsible for managing and reducing energy use.

The webinar, “Energy Monitoring for Profit: Introducing Demand Response,” covers the following topics: How power gets to a business; types of energy management programs and how they can save money; basic energy market terminology; and three simple steps to start a DR program. Also part of the webinar is a case study example of a SUPERVALU grocery distribution center.

The webinar will be held on Wednesday, June 6 at 9:00-9:45 a.m. PST. There is no cost to attend, but space is limited. To register and for more information, visit the Demand Response Webinar page on the Opto 22 website: <http://op22.co/DRwebinar>

About Opto 22

Opto 22 develops and manufactures hardware and software for applications involving industrial automation and control, energy management, remote monitoring, and data acquisition. Opto 22 products use standard, commercially available networking and computer technologies; have an established reputation worldwide for ease-of-use, innovation, quality, and reliability; and are designed and made in the U.S.A. Opto 22 products are used by automation end-users, OEMs, and information technology and operations personnel in over 10,000 installations worldwide. The company was founded in 1974 and is privately held in Temecula, California, USA. Opto 22 products are available through a global network of distributors and system integrators. For more information, contact Opto 22 headquarters at +1-951-695-3000 or visit www.opto22.com.

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