

**For Immediate Release****CURRENT ENERGY FEATURED IN SUNDANCE CHANNEL'S ORIGINAL TV SERIES  
"BIG IDEAS FOR A SMALL PLANET" ON JUNE 17**

**Dallas, June 12, 2008** – Current Energy, provider of energy efficiency products and services for commercial and residential customers, will be featured on the original television series, "Big Ideas for a Small Planet," on the "Gadgets" episode, airing on June 17, 2008, on the Sundance Channel at 8 p.m. CT.

In its second season, the "Big Ideas for a Small Planet" original series is part of *THE GREEN*, Sundance Channel's weekly primetime destination focusing on environmental topics. "Big Ideas for a Small Planet" is a documentary series presenting the forward-thinking designers, products and processes that are on the leading edge of a new green world. Each episode revolves around a different green theme as it spotlights a specific innovator or innovation that has the potential to transform everyday lives. The individuals profiled range from scientists to fashion and product designers, entrepreneurs to first-time inventors. The series also features a cast of recurring expert commentators, including activists, scientists, writers, and environmental personalities who provide the big-picture context to each week's stories.

The episode "Big Ideas for a Small Planet: Gadgets," featuring Current Energy, premiered at AFI DALLAS in April 2008 and will make its television debut on June 17. The episode features interviews with customers and Current Energy executives inside the company's world's first energy efficiency store™ in Dallas. To view a trailer of the "Gadgets" episode please visit:

[www.currentenergy.com](http://www.currentenergy.com).

"What a true honor to be featured in the Sundance Channel's 'Big Ideas for a Small Planet: Gadgets' episode. We are strong supporters of environmental-themed educational programming, and we've been impressed with the Sundance Channel's *THE GREEN* initiatives to highlight up-and-coming green innovators," said Joseph Harberg, a principal of Current Energy. "Current Energy's mission is to help educate the public on the importance of smart, responsible energy consumption – which leads to benefits for the planet and the pocketbook. We're thrilled to be sharing our story with a larger audience through the Sundance Channel."

Current Energy is a comprehensive energy efficiency resource that helps commercial and residential customers manage energy consumption, save on energy bills and contribute to the sustainability of the planet.

**About Current Energy**

Current Energy, headquartered in Dallas, is a one-stop comprehensive resource for energy efficiency solutions. Current Energy helps residential and commercial customers manage energy consumption, save on energy bills and contribute to the sustainability of the planet. The company was founded in 2001, anticipating the impact that energy deregulation would have on companies. Since then, the company has grown to include two divisions – Current Energy Commercial and Current Energy Residential, which operates the world's first energy efficiency store™. Current Energy was recognized by the U.S. Department of Energy in the fall of 2007 with an Energy Innovators Award. For more information, visit [www.currentenergy.com](http://www.currentenergy.com).

**About Sundance Channel**

Under the creative direction of Robert Redford, Sundance Channel is the television destination for independent-minded viewers seeking something different. Bold, uncompromising and irreverent, Sundance Channel offers audiences a diverse and engaging selection of films, documentaries, and original programs, all unedited and commercial free. Launched in 1996, Sundance Channel is a venture of NBC Universal, CBS and Robert Redford. Sundance Channel operates independently of the non-profit Sundance Institute and the Sundance Film Festival, but shares the overall Sundance mission of encouraging artistic freedom of expression. Sundance Channel’s website address is [www.sundancechannel.com](http://www.sundancechannel.com).

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