

OPTIMIRA

Energy

## OVERVIEW

The Optimira Energy Group is a leading North America independent integrated energy solutions and controls company, established through the acquisition of the Cinergy Solutions - Demand group of companies (formerly Vestar) and its affiliates by The Adamas Group in April 2006.

Optimira Energy is comprised of two distinct divisions - Optimira Energy Solutions and Optimira Controls - both committed to delivering customized turnkey energy solutions that are both innovative and cost-effective.

Our mission is to help customers optimize their energy infrastructure, purchasing, and usage. We provide sound, leading-edge and environmentally friendly energy solutions that seek to increase efficiency, reduce costs, and ensure reliable high-quality power delivery. As one of the most experienced energy solutions providers in North America, Optimira Energy is uniquely positioned to serve as the single-source energy partner for each of our clients.

With over 70 professionals located in the US and Canada, our capabilities include the full range of traditional ESCO services as well as a broad array of supply, procurement, information management, infrastructure renovation, controls, structured finance, risk and asset management services.

To date, Optimira Energy has managed over \$500 million in energy projects in North America. Optimira Energy delivers the technical and financial expertise and experience to ensure that our solutions will properly and succinctly address facility needs in a comprehensive manner - implemented on time and on budget, every time.

The company stands alone in financial depth and expertise with internal resources ready to directly invest in our clients' energy infrastructure. Optimira Energy financings are structured to minimize both balance sheet and credit impact for our clients - funding with tremendous efficiency and achieving a lower risk-adjusted yield as compared to traditional on-balance sheet financing methods. The principals of Optimira Energy have collectively developed, financed, constructed, and operated literally billions of dollars' worth of energy infrastructure assets worldwide. Headquartered in New York City, Optimira has operations in Boston, Cincinnati, Houston, Louisville, Palm Springs, Philadelphia, Toronto and Washington DC. 

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**T**he Optimira Energy Group traces its roots

back to 1985 with the formation of the Rose Technology Group, one of the most respected and largest performance contractors in North America.

**T**he company had almost unmatched expertise in engineering and implementing multi-faceted projects, and by 1999 had successfully developed over \$300 million in projects. Rose comprised of three defined business lines: facility renewal and upgrading, new construction, and facility management. In its heyday, it was the only ISO 9001 certified energy service company in North America.

In 1997, Cinergy Corporation, one of the leading diversified energy companies in the US, created a new division called Cinergy Business Solutions. Cinergy Business Solutions evolved into a professional service firm that specialized in facility infrastructure solutions. It earned a successful reputation for developing smart tailored-made supply-side targeted solutions for its industrial and public-sector clients. Specifically, it provided creativity and innovation as well as introduced new approaches, concepts and technologies in its mission to improve the utilization of its clients' resources. Its unique Facility Planning™ process (FRP™) focused on the customer's facility energy infrastructure processes and identified self-funding opportunities for energy process re-engineering and new technology applications.

In 1999, Cinergy acquired the Rose Technology Group and merged it with Cinergy Business Solutions; the combined entity became officially known by the name Vestar. The company positioned itself as a powerful energy service company providing energy and operationally efficient design, engineering, construction, and outsourced facility-management services to commercial, institutional and industrial clients. Within the next few years, Vestar evolved into a leading North American developer of facility and infrastructure solutions - one of the top five ESCOs in North America, having completed over

150 energy service projects totaling over US\$250 million. Projects ranged in value from US\$150,000 to US\$31 million.

With the purchase of the Rose Technology Group, Cinergy also acquired Optimira Controls, a building automation direct digital controls company that was founded in 1997. As a wholly-owned subsidiary of Rose, Optimira Controls had established itself in building automation systems and as a provider of Total Facility Solutions. Over the years, Optimira Controls became recognized as a leading developer of high performance buildings and facility infrastructure controls solutions in North America.

In 2000, Cinergy changed the name of the company from Vestar to Cinergy Solutions – Demand, but retained the brand Optimira Controls.

In Spring 2006, Duke Energy merged with the Cinergy Corporation, creating one of North America's largest energy companies. With the merger came the decision to divest Cinergy Solutions – Demand and Optimira Controls in order to concentrate on the development of larger infrastructure projects. **The Adamas Group purchased Cinergy Solutions – Demand and Optimira Controls from Duke on April 11, 2006.**