



For Immediate Release

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PEDCO Client Receives \$130,000 in Incentives through Duke Energy's Smart \$aver Program

CINCINNATI, OH — The Kroger Company was awarded an incentive check on Wednesday, July 20th at a ceremony held by Duke Energy at Kroger's Data Center. Deanna Bowden, Account Manager from Duke Energy awarded a \$130,000 incentive check to Dave Shanaberger, Kroger Disaster Recovery and Data Center Operations Manager.



Pictured from left to right: Mark Smekrud (Kroger Senior Project Engineer), Tracy MacDonald (Kroger Corporate Facilities Engineer), Deanna Bowden (Duke Energy Account Manager), Marty Jones (Hunt Builders Corporation Project Manager), Dave Shanaberger (Kroger Disaster Recovery and Data Center Operations Manager), Jerry Davis (HBC-II Facilities Manager), Mike Walsh (PEDCO Project Manager), Mike Pahutski (Duke Energy Managing Director for Business Relations), Chris Hjelm (Kroger Senior VP and CIO)



Kroger, one of the nation's largest retail grocery chains, operates a number of data centers located across the United States. One data center in particular, located here in the Greater Cincinnati area, was in need of an infrastructure upgrade. PEDCO (www.pedcoea.com) was retained by Kroger to provide engineering design services for that upgrade. With increased pressure to reduce its data center energy consumption, Kroger challenged PEDCO to utilize a high efficiency cooling system while still maintaining the appropriate level of reliability and maintainability. Ultimately, the system designed by PEDCO included a packaged system of multiple chillers and free coolers by MultiStack, a leading modular chiller manufacturer. The use of free coolers allow for an added level of efficiency by using outdoor air to provide partial or total cooling when outdoor conditions permit. The multiple chillers and free coolers allow the system to provide staged blocks of cooling as the data center is populated and blocks of load are added over time. "PEDCO is thrilled to have partnered with the Kroger team on this data center and we are very proud of the results for Kroger in both the incentive check and the monthly savings observed on their utility bill," commented Mr. Mike Walsh, PEDCO Project Manager for the Kroger Data Center project.

Kroger has long promoted energy conservation not only for the environmental benefits, but also as one component of providing the best pricing for its customers. The potential for substantial energy savings with the upgraded data center qualified Kroger for the \$130,000 Duke Energy Smart \$aver Custom Incentive. Duke Energy's Smart \$aver Incentive program allows business to receive cash for installing high-efficiency lighting, HVAC, pumps, and other qualifying equipment. The use of energy efficient equipment enables a business to improve its bottom line by reducing energy consumption. And Smart \$aver incentives help lower the costs associated with upgrades. (Visit www.duke-energy.com for more details around the Smart \$aver Incentive Program.)



In addition to receiving the Duke Energy incentive, significant energy savings have accrued in the time the system has been in operation. Kroger's data center has avoided 1,012,608 kWh and \$86,555.17 in energy consumption and costs, respectively. This is just the latest example of a continued effort by Kroger which has implemented energy conservation measures saving over 2 billion kWh since 2000, as reported by Duke Energy. This is enough to power over 150,000 homes over this same period.

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About PEDCO

PEDCO E&A Services, Inc. was founded in 1981. With offices located in Cincinnati, Ohio and Fort Wayne, Indiana, PEDCO serves a variety of premier Midwest clients in industries ranging from Corporate, Mission Critical, and Health Care to Education, Working Environments, and Facility Services. PEDCO's team includes LEED™ accredited professionals and designers of high performance green buildings. Projects range in size from small consulting engagements to comprehensive design services on significant projects.

For more information about PEDCO services, visit www.pedcoea.com or call (513) 782-4920.