



## **Power Assure, Inc. Announces New Advisor**

*Power Assure, Inc., a provider of innovative power management solutions that significantly reduce data center energy costs, announced today that Brigand V. Balleau has joined its Board of Advisors.*

Santa Clara, CA, June 20, 2007 --(PR.com)-- Brigand Balleau has agreed to join Power Assure's board of advisors to provide strategic early-stage insight into the deployment of Power Assure's market strategies. During the initial start-up phase of Power Assure, Brigand has also agreed to accept the role of Creative Officer, where his team has already begun brand-work for the initial phase of implementing Power Assure's market presence.

Brigand has been responsible for overseeing the development and deployment of key business strategies for early-to-mid stage companies for over seven years.

Mr. Balleau successfully executed on business objectives that drove the private equity & consulting firm to be acquired as a wholly owned subsidiary of MCC Global NV, a Global Private Equity Merchant Bank.

As founder of Soulbinder Studios, he has won several awards and has been recognized for his innovative marketing and ad campaigns. Mr. Balleau has been responsible for the branding of multiple startups and has acted as the senior advisor of an import-export brokerage firm, guiding their international relations program.

Mr. Balleau earned his degree in Media Arts at the Academy of Art University, where his works won awards at the Adobe Awards and AAU Spring Shows at both the Masters and Undergraduate levels.

"Before joining the board, Brigand and his team have already provided us with an initial brand, website, and basic market insight that is proving to be invaluable in our early efforts. His creative and visual understanding of Power Assure's business strategy is an essential element to the growth of our market presence." remarked DK Foster, CEO of Power Assure.

About Power Assure:

Power Assure, Inc. is focused on efficiently reducing power in data centers by up to eighty percent while improving service levels through automatic load shifting and load shedding.

PALabs, a division of Power Assure, provides data centers with independent verification of equipment power and performance ratings that are standardized across H/W vendors.

Power Assure is at the forefront of the green data center initiative. Power Assure works closely with customers, utilities and the government to minimize power usage of data centers and large server farms and to reduce associated green house gases.



More information can be found at [www.powerassure.com](http://www.powerassure.com).

Forward-Looking Statements:

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Statements in this release that are "forward-looking statements" are based on current expectations and assumptions that are subject to known and unknown risks, uncertainties or other factors which may cause actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Actual results could differ materially.

All information in this release is as of the date of this release. The Company undertakes no duty to update any forward-looking statement to conform the statement to actual results or changes in the Company's expectations.

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