



PRESS RELEASE

FOR IMMEDIATE RELEASE:

October 11, 2012

Media should contact:

**T. J. Connolly
210-828-4600**

MOTORWISE® to Demonstrate its Energy Savings Technology at the Permian Basin International Oil Show

(San Antonio, TX) Texas-based industrial energy conservation company MotorWise, Inc., a TechnoWise Group company, announced they will demonstrate their oil and gas field application, MOTORWISE GEN, at one of the world's most important oil and gas industry shows. The 2012 Permian Basin International Oil Show will have over 700 oil and gas related companies exhibiting in 1,114 spaces. The Permian Basin International Oil Show is one of the largest Petroleum Expositions in the world today. The show will be held in Odessa, Texas, October 16 – 18. MotorWise will present live demonstrations at its booth, Number-C60.

MOTORWISE is an AC motor controller used to manage and optimize the power delivered to electric motors. MotorWise units identify partial and intermittent loading conditions and reduce the motor's voltage to an optimal level. This eliminates waste in the form of heat, noise, and vibration while maintaining proper operation.

Currently, in Texas' Permian Basin, MotorWise is being utilized by drillers on over 2,000 oil-drilling rigs, saving millions of dollars annually in operator's utility bills.

-more-

“Our company’s MOTORWISE GEN motor controller is saving operators 20-30 percent on electricity costs and dollars in the field annually, says MotorWise, Inc. President David Cibrian.

“The energy-saving controller is designed for three-phase motors on pump jacks using wye, delta, and grounded- delta power distribution, Cibrian added. Operators in the Permian Basin are suffering from a congested electricity grid and increasing prices – MotorWise is helping,” said Cibrian.

MOTORWISE GEN models are available to accommodate pump-jacks with up to 30-, 60- and 100-horsepower motors. Pump jack motors are subject to varying loads throughout a pumping cycle. MotorWise units adjust the amount of electricity to correspond with the load requirement at any given time.

The controller dynamically monitors the loading on that electrical motor multiple times for every cycle and weight position of the pump jack. MotorWise makes decisions on how much energy the motor needs to do the work at each interval. The power the motor receives is matched to the amount of work the motor needs to do. If the motor is doing a lot of work, it gets a lot of energy. If the motor is not doing much work, the level of energy is reduced.

Each unit includes a soft start feature that lets the motor transition smoothly from rest to full speed, which reduces mechanical stress on the motor and the pumping equipment.

The main benefits of MOTORWISE GEN are:

- Improved motor efficiency
- Reduced energy consumption
- Improved motor power factor
- Reduced demand charges
- Reduced system wear and tear
- Reduced operating and maintenance costs

-more-

“We look forward to demonstrating our technology at the conference. This conference provides us with an invaluable opportunity to showcase MotorWise to the leaders in the oil and gas industry,” Cibrian concluded.

-end-

MotorWise, Inc. is a Texas-based industrial energy conservation company, and a TechnoWise Group company. The TechnoWise Group (www.technowisegroup.com) is an energy conservation solutions company focused on industrial, commercial and residential applications. MotorWise, Inc. and The TechnoWise Group have been able to leverage world-class talent to create a unique and rich intellectual property portfolio in the energy conservation arena. This portfolio has been incorporated into the companies product lines, which have been field proven for years demonstrating exceptional energy conservation performance.

MotorWise, Inc.

7744 Broadway, Suite 103 • San Antonio, TX 78209 • (P) 210-828-7134 • (F) 210-828-9001

www.technowisegroup.com