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**Energy Conservation Training Company Acquired By Applied Proactive Technologies, Inc.**

**Portland, Ore. – November 8, 2010** – Energy Conservation Training Company (ECONTC), a Portland, Ore.-based startup firm that specializes in training contractors and unemployed workers to become home energy analysts, has been acquired by Applied Proactive Technologies, Incorporated (APT). Per the terms of the sale, Jeff Catlin, founder and president of ECONTC, will join APT as director of education services.

“Educating utility customers on how to make their homes more energy efficient has been a focus of APT’s work from the start,” said Dave Leishman, president of APT. “Today’s home owners are very motivated to save money on utility bills, and utility companies are looking for ways to get deeper energy savings through services like duct sealing, insulating, and improving the performance of heating and cooling equipment. Acquiring ECONTC and expanding our services in the area of whole home performance was a logical next step,” he added.

“I am excited by the opportunity to grow our suite of energy efficiency training and consulting services in the months ahead,” said Jeff Catlin, APT’s new director of education services.

Leishman predicts that demand for ECONTC’s training services will grow as more consumers and businesses seek to reduce their energy use and realize cost savings. “APT and ECONTC share a commitment to changing the way consumers and businesses use energy, providing more reliable energy sources for future generations, and helping shape a global solution for a cleaner and more prosperous planet,” he said.

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*Founded in 1996, Applied Proactive Technologies, Inc. (APT) is an energy conservation/efficiency firm based in Springfield, Massachusetts. APT specializes in working with energy efficiency program sponsors, manufacturers and retailers to offer customers incentives for purchasing ENERGY STAR qualified lighting and appliance products. Today, APT has over 150 employees working in 22 states.*

*Learn more about APT at [www.appliedproactive.com](http://www.appliedproactive.com).*