

Contact:
Grant Williard
Founder, Joulebug
grant.williard@joulebug.com
919/438-0115

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Joulebug is Moving Up—New Downtown Raleigh Location and \$400,000 Investment

In its new Designbox location, Joulebug will use the investment to further develop the iPhone app, which motivates players to save money on their energy bills by changing small habits.



RALEIGH, NC – JouleBug, the mobile app that motivates good energy behavior, is announcing today that it has received an initial seed round commitment from investors in Raleigh and California of \$400,000.

JouleBug rewards and encourages energy conservation and sustainability in a playful, interactive, and competitive way. Players earn points and badges by taking small steps to improve their efficiency at home, at work, and on-the-go. The only iPhone game that links to your online utility account, JouleBug creates a graphic, easy-to-read analysis of your savings—**the average player saves more than \$200 a year.**

In addition to the savings and social currency earned through JouleBug, the company is also working on partnerships that will translate players' improved habits into coupons, deals, and venues for sustainable products.

Joulebug's home base of operations is Designbox in downtown Raleigh. Designbox is a collaborative environment that provides a unique experience for creative minds to work around other talented individuals.

"In its new location, we wanted Designbox to continue as a rich community of innovation, and we're glad to have Joulebug contributing to that community," said Designbox co-founder Aly Khalifa. "Energy thoughtfulness is important, but can be boring—JouleBug has found a creative way to get it in your head."

"We're proud of JouleBug's decision to choose downtown Raleigh as their location," said Alliance Development Director, Derrick Minor. In 2010, Downtown Raleigh Alliance began a targeted effort to support Raleigh Economic Development's initiatives to attract more creative and entrepreneurial

companies into downtown. "JouleBug's decision is an affirmation that downtown is the perfect location for creative companies to grow and thrive," Minor said.

The free app is being actively promoted in the Research Triangle Park (RTP) with expansion plans underway. The RTP has become a hub for energy efficiency and smart grid innovation, and Raleigh leads the way, having been named as the nation's most sustainable mid-size community in 2011 by the U.S. Chamber of Commerce. "JouleBug is a perfect example of the innovation that is happening in Raleigh. We welcome them to our community and to Innovate Raleigh," says James Sauls, director of Raleigh Economic Development.

The company currently has a team of seven designers, developers, and writers working on the game. The seed investment will be used to expand the core team and begin establishing partnerships with retailers, nonprofit energy groups, and large institutions.

To learn more:

Designbox <https://www.designbox.us/>

Downtown Raleigh Alliance <http://www.godowntownraleigh.com/do-business>

Innovate Raleigh <http://research.ncsu.edu/innovation/files/2012/02/Final-Innovate-Raleigh-report.pdf>

Raleigh Economic Development <http://www.raleigh4u.com/>

About JouleBug

JouleBug is an energy-saving app for iPhone that creates a fresh, easy, and intelligent way to measure your sustainability cred—while saving you an average of \$200 a year. The free game, designed to save America billions in energy waste, is already linked to the accounts for North Carolina's major electric and gas utilities. New utility companies are added every week, and creative ways to boost your sustainability cred are added each month.

To download the free app: <http://gree.nr/joulebugapp>

Web: <http://app.net/joulebug>

Twitter: <http://twitter.com/#!/JouleBug>

Facebook: <http://www.facebook.com/HeyJoulebug>