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ADMMicro Energy Management Systems to Be Installed in New DSW Stores
Shoe Warehouse Launches Energy Savings Initiative Across the United States

ROANOKE, Va. (Feb. 5, 2008) -- ADMMicro, Inc., manufacturers of sophisticated energy management systems (EMS) to measure and control utility usage, will be integrating approximately 70 EMS in new DSW Shoes retail stores across the U.S. The systems are expected to save more than 15 percent annually on energy consumption.

The new store systems are in addition to EMS retrofitted previously in 30 stores as part of DSW's Energy Conservation Project, a corporate initiative that aims to drive down energy costs. The 30 units were retrofitted in existing DSW stores without major changes to their infrastructure.

"Corporations today are very aware of the effect of energy costs on their bottom lines," says John Richmond, ADMMicro's vice president of sales. "DSW has taken action to control these costs to the benefit of its customers and shareholders. Our advance metering and energy management systems provide a method to both measure and control energy use, resulting in reduced consumption and often incentives or rebates as well."

Richmond explains that the savings are derived both from the system's control of lighting, heating, and cooling, as well as from its unique ability to monitor electrical loads and temperature on a continual basis, detecting even the slightest variation in energy usage and reacting to it. By adjusting temperature and lighting within parameters set by DSW, the EMS avoids costly spikes in demand during critical times of the day.

The ADM-1204 system is based on a patent-pending controller that remotely monitors energy usage 24/7, providing real-time data on consumption and outages, says Richmond. The ADMMicro model units installed in DSW stores were matched to the square footage, utility rates, and geography of each location. Because the systems require minimal wall space and can be installed easily in existing infrastructures, they are ideal for new or existing buildings from 1,500 square feet and up. Companies typically see payback on the investments in as few as two months.

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About ADMMicro

Headquartered in Roanoke, Va., ADMMicro offers a new breed of intelligent energy management systems with integrated revenue-grade electricity metering/sub-metering. The system can enhance security systems and manage retail maintenance service calls. The Energy Management System delivers rapid ROI for buildings of 1,500 square feet and up. ADMMicro is an Energy Star partner. (www.admmicro.com)

About DSW Inc.

DSW Inc., headquartered in Columbus, Ohio, is a leading U.S. branded footwear specialty retailer that offers a wide selection of brand name and designer dress, casual and athletic footwear for women and men. As of January 31, 2008, DSW operated 259 stores in 36 states and supplied footwear to 379 leased locations (36 for related retailers and 343 for non-related retailers) in the United States. For store locations and additional information about DSW, visit www.DSWshoes.com.