

November 8, 2011



# PeakPowerNet to Present Its Demand Response Home Energy Management Solution at Technology Business Showcase

BOCA RATON, FL -- (MARKET WIRE) -- 11/08/11 -- Boca Raton, FL-based technology company Cleartronic, Inc. (OTCBB: CLRI) announced today that its newest business unit PeakPowerNet will present their demand response home energy management solution at the ["Annual Emerging Technology Business Showcase"](#) in Deerfield Beach, Florida on November 10, 2011. The event is being sponsored by the Enterprise Development Corporation and the Gold Coast Venture Capital Association.

[PeakPowerNet's first product application is Plugaroo™](#), an energy consumption management control platform. Plugaroo™ allows automated energy savings for consumers. Simply connect the Plugaroo™ home controller to any outlet in the home and PeakPowerNet manages the home's power usage from there. The platform uses a proprietary algorithm and a variety of communications techniques to facilitate the realization of immediate energy savings. As time goes on, [Plugaroo™'s](#) learning algorithm gets even smarter, allowing more efficiency and more savings.

Michael Gutowski, Vice President of Product Development, explained, "Our customers define whether their priority is comfort or cost savings. Over time, Plugaroo™ accurately predicts what level of energy consumption will occur based on the household's usage history and probabilities calculated for the local weather. Once the customer defines his or her priorities at the Plugaroo™ website, they can leave it alone and the control technology makes decisions that lower electric bills. Over time, the level of accuracy increases and additional cost savings are achieved."

Mr. Gutowski continued, "With global demand outstripping energy supply, we believe there are significant opportunities to capitalize on strategies and technologies aimed at reducing energy demand, and especially reducing wasteful energy consumption. [PeakPowerNet](#) with its product applications, have developed solutions to monetize this potentially significant opportunity, even while helping people more effectively manage their own energy consumption. In a word, we are bringing true 'smarts' to smart-grid technology. This is not only an exciting development for our company, but represents a strongly positive structural change in the way energy consumers will live."

Interested parties should visit the PeakPowerNet website at [www.peakpowernet.com](http://www.peakpowernet.com) or email the company at [info@peakpowernet.com](mailto:info@peakpowernet.com).

*About Cleartronic, Inc.*

[Cleartronic, Inc.](#) (OTCBB: CLRI) is a technology holding company that creates and acquires operating subsidiaries to develop, manufacture and sell products, services and integrated systems serving a range of market applications, from business enterprises to consumer products and services.

Cleartronic's central mission is to leverage its underlying core technology and proven competencies into new, high-growth market applications, including the development of consumer products targeting large domestic and global markets. Opportunities being considered include energy consumption management, cloud communications, and machine-to-machine applications.

### *Safe Harbor Statement*

This press release may include predictions, estimates, opinions or statements that might be considered "forward-looking" under the provisions of the Private Securities Litigation Reform Act of 1995. Such statements generally can be identified by phrases such as Cleartronic or its management "believes," "expects," "anticipates," "foresees," "forecasts," "estimates," or other, similar words or phrases. Similarly, statements herein that describe Cleartronic's business strategy, outlook, objectives, plans, intentions, or goals are also forward-looking statements.

All such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from the expectations of Cleartronic or its management. Investors should not place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this document. Investors should also review Cleartronic's most recent Form 10-K and Form 10-Q filings for a more complete discussion of these factors and other risks, particularly under the heading "Risk Factors."

[Add to Digg](#) [Bookmark with del.icio.us](#) [Add to Newsvine](#)

For further information contact:

SHAREHOLDER RELATIONS:

Brian Barnes

Equiti-trend Advisors, LLC

1-800-585-6988

Source: Cleartronic