



Clockwork Inc Strikes Deal with Saepio to Build Customized Marketing Tool

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Web-Based Marketing Platform will Provide Franchises throughout Clockwork's System

Sarasota, FL – August 11, 2011 – Clockwork, Inc., North America's leading integrated energy and home services retailer, announced today it has established a strategic partnership with Saepio®, a leading provider of marketing technology for corporations with distributed marketing networks. Through the relationship, Saepio will build a web-based marketing asset management platform for use by franchises within Clockwork's three brands—Benjamin Franklin Plumbing®, One Hour Heating and Air Conditioning™, and Mister Sparky®.

"The customized system Saepio is building for our franchisees will revolutionize how they advertise within their markets," Clockwork's Vice President of Marketing, Chris Buitron said. "This web-based system will transform how our brands are built at the local level by making marketing more effective, less expensive, easier and faster for every franchisee. Our dedication to the success of owners within our system and the growth of our brands is unwavering. This investment represents that."

The online platform will be a central repository for all types of marketing materials. Franchise owners will be able to see what is being used throughout their respective brands and select what works best for their own market and budget. The comprehensive system will facilitate customization, automation, delivery and tracking of all marketing.

"Complex companies such as Clockwork Home Services® face the challenge of managing multiple brands across numerous channels while also ensuring that their customers are receiving localized and relevant marketing information," said John Thomson, President and CEO of Saepio. "We're excited to be Clockwork's partner in making marketing consistent, effective and engaging for the entire organization, regardless of brand or geography."

One Hour Heating & Air Conditioning, Mister Sparky and Benjamin Franklin Plumbing are nationwide networks of time-conscious, courteous home services professionals franchised under Clockwork, Inc., a division of Direct Energy. The businesses are locally operated and technicians are experienced, trained and highly knowledgeable.

About Saepio

Saepio empowers marketers to plan and execute meaningful and engaging marketing campaigns across distributed networks and around the globe – ensuring local relevance, brand consistency, speed to market and significant cost savings. The world's best known brands turn to Saepio's powerful software platform and extensive portfolio of support services to automate the marketing process, eliminate redundancy and ensure that all marketers connected to the brand – whether global, distributed, franchise, VAR or chain store marketers – have the assets and tools they need to quickly customize and execute campaigns. To learn more about Saepio, visit www.saepio.com.

About Clockwork Home Services

Sarasota, Florida based, Clockwork, Inc. is dedicated to improving the operations, efficiency, customer service and profitability of contractors in the home services industry in North America through affinity group membership and nationally branded franchises. Its franchises include Mister Sparky®, Benjamin Franklin Plumbing®, One Hour Air Conditioning & Heating®, and its affiliates, BuyMax®, Plumbers' Success International®, Electricians' Success International®, AirTime 500™, Roofers' Success International®, Success Academy®, AirTime Canada™, and SuccessWare®. Clockwork is a wholly-owned subsidiary of Direct Energy® and Centrica plc. For more information, visit <http://www.clockworkhomeservices.com>.

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