



50 Washington Street
Suite 3000
Westborough, MA 01581

t 508.836.9500
f 508.870.5975
www.csgrp.com

FOR IMMEDIATE RELEASE

Contact: Lisa Rinkus
LJPR
lisa@ljpr.net
617-965-9847

CSG NAMES CINDY JOHNSON, LISA LUDWIG TO VICE PRESIDENT POSTS Strategy & Products Division Expanded with Additional Senior Leadership

WESTBOROUGH, Mass., Nov. 11, 2011— Conservation Services Group (CSG) today announced the addition of two senior executives, according to Mark Dyen, executive vice president of Strategy & Products. Cindy Johnson has joined the firm as VP of marketing and communications, overseeing marketing strategy, services and programs for the national energy services firm. Lisa M. Ludwig has been named VP of strategic initiatives, a newly created position at the company. In this role, Ludwig is responsible for formulating growth plans through new business acquisitions and strategic initiatives, while overseeing business development activity.

Most recently, Johnson was a consultant to software-as-a-service and e-commerce companies, providing strategy, branding, channel development and product launch and marketing expertise. Before consulting, Johnson worked in senior-level marketing positions at TimeTrade Systems, Kurzweil Educational Systems, The Weathersby Group (TWG) and Sun Microsystems. Johnson's efforts contributed to consistent growth at all the companies and led to successful acquisitions for both Kurzweil and TWG by top companies in their industries. A graduate of Colgate University, she holds an M.B.A. from the University of Chicago.

Ludwig brings significant business development and strategy expertise to CSG. Most recently, she was VP of marketing and business development for Ambient Corporation, a Smart Grid IP networking company. There, she established the company's business strategy and built new relationships with utilities, partners and other groups. Prior to Ambient, Ludwig served as VP of marketing and business development at Anometrics, a biometrics imaging start-

CSG- Johnson, Ludwig/2

up, where she developed the firm's business plan and secured significant government contracts. Ludwig also held executive positions at Fortune 500 companies such as Ericsson and Data General (EMC). Throughout her career, Ludwig has published numerous technology articles and holds a B.S. in computer science from Merrimack College in North Andover, Mass.

Dyen said, "The addition of Cindy and Lisa to the Strategy & Products Division supports our efforts to direct new growth for CSG. We are confident their expertise will help take CSG to the next level of expansion, benefitting both the company and our clients."

CSG was founded in 1984 and is headquartered in Westborough, Mass. The firm works with utilities, government agencies, public housing authorities and other groups nationwide to design and carry out energy saving programs and strategies. For more information, visit www.csgrp.com.

###