



S H E L T O N G R O U P

M A R K E T I N G • A D V E R T I S I N G

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Shelton Group Named Vectren Agency of Record *Knoxville Firm is Go-To Agency for Energy / Energy-Efficiency Accounts*

Knoxville, Tenn. – Shelton Group expanded its account roster this month with the addition of Vectren Corporation (NYSE: VVC), a progressive energy-holding company headquartered in Evansville, Ind., which delivers gas and/or electricity to more than one million utility customers in Indiana and Ohio.



Shelton Group will serve as the advertising and marketing agency of record for Vectren, with a scope of work that includes re-envisioning and implementing the company's brand as well as managing communications and outreach focused on Vectren's "Conservation Connection" program, which promotes residential and commercial energy conservation.

"We're thrilled to be a part of the Vectren team," said Shelton Group CEO Suzanne Shelton. "Vectren is a leader among utilities at marketing energy efficiency and conservation to their customers, and our deep knowledge in this area – and understanding how consumers respond to these sorts of messages – will allow us to hit some homeruns on their behalf."

Shelton Group's other national accounts of note include BP Solar, Knauf Insulation and the American Institute of Architects.

Shelton Group implements its own annual, proprietary national consumer survey, **Energy Pulse** (www.energypulse.org), which assesses the consumer mindset on energy, energy efficiency and conservation, including attitudes and purchasing behaviors relative to home-based energy use and other personal energy habits and influences. Energy Pulse 2007 results are set for release October 8, 2007.



"Our Energy Pulse study – now in its third year – continues to inform our clients and the industry as a whole when it comes to understanding what consumers are thinking about and wanting from energy-related companies and their products and services," Shelton said.

"It has also given Shelton Group a solid base of expertise in a niche sector – one that is complicated and driven by many factors," she said. "The benefit for our clients is that we truly understand their businesses and know how to communicate with diverse customers and stakeholder groups to get results."

ABOUT SHELTON GROUP:

Established in 1991 and based in Knoxville, Tenn., The Shelton Group is a full-service marketing and advertising agency providing award-winning research, market strategy, advertising and creative services to clients across the United States. The Shelton Group specializes in successfully taking energy-efficient and green products and services to market. www.sheltoncom.com.

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