



**Press Release:**  
December 14, 2011

## **U.S. Patent Awarded to BluTrend for Innovative Prevention of Extended Utility Theft**

ATLANTA GA, Wednesday, December 14, 2011--- BluTrend, LLC, today announced that the United States Patent and Trademark Office (USPTO) has issued Continuation Patent No. 8,073,705 “System and Methods for the Prevention of Extended Utility Theft”.

“This is an important moment for BluTrend because the continuation patent allows expansion of current CSA Secure applications as well as the launch of innovative solutions such as *daily* or *prepay* Vacancy Cost Recovery (VCR) programs for multifamily owners and management professionals,” stated Michael Anderson, CEO of BluTrend. “We believe owners want more cash flow and prefer faster collections than waiting 60-90 days. This objective can be accomplished through a *prepay* VCR program with a true up process when the utility bills arrive. A *prepay* VCR program increases cash flow and eliminates the collection risks associated with skips, evictions and move out theft.”

“The patent is a culmination of extensive research, creative vision and unique technology known as CSA Secure, allowing multifamily owners to easily and effectively identify, prevent and eliminate vacant costs before the monthly utility bills are generated. The new patent enhances BluTrend’s leadership in this field and sets the stage for development of next generation energy management programs.”

“With the issuance of this patent, BluTrend will allow other service providers, marketers and utility companies serving the multifamily, office or commercial space to license its unique technology platform. In our view, this approach would allow other third party companies to offer integrated solutions to their customers, serving the needs of multifamily and commercial owners the best.”

### **About BluTrend®, LLC**

BluTrend, LLC is a privately held Georgia company focusing on reducing utility expenses in the multifamily, office and commercial industries. For more information, visit [www.blutrend.com](http://www.blutrend.com).

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