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Telkonet Appoints Gerrit Reinders New Executive Vice President for Sales & Marketing

New Executive Brings 20 Years of Clean Tech Experience to Telkonet's Management Team

MILWAUKEE, WI -- (MARKET WIRE) -- 03/03/11 -- Telkonet, Inc. (OTCQB: TKOI), a leading provider of energy efficiency solutions, is pleased to announce the addition of Gerrit Reinders as Executive Vice President of Global Sales & Marketing. The move follows Telkonet's recent corporate rebranding and the release of its new EcoSmart Product Suite. Gerrit will be responsible for accelerating customer and revenue growth, overseeing all new customer engagement and acquisition activities, including sales, marketing and product management for Telkonet's products and services.

A 20-year industry veteran with a proven track record of driving profitable revenue growth, Gerrit joins Telkonet from Energy Focus, Inc where, in 2010, he led the growth of the early stage company over the prior year by 280% to \$35 million. Prior to his recruitment to Energy Focus, Gerrit held the position of Director of Global Energy and Sustainability Programs at Johnson Controls where he was awarded the "Chairman's Award," the highest employee recognition offered at Johnson Controls, for delivering a new transformational business model which yielded triple bottom line results. Having held executive sales & marketing positions with Invensys, Whisper Communications and multiple roles within Johnson Controls, Gerrit possesses extensive experience with Clean Technology, Smart Grid and Performance Contracting. Gerrit is a long-standing active member of the board of directors of the National Association of Energy Services Companies and has also served on the board of the Energy Services Coalition. While at Johnson Controls, Gerrit was an executive member of the Environmental Roundtable and the Sustainability Advisory Board and represented Johnson Controls for the EPA Climate Leaders and Energy Star programs. Gerrit actively participates as a public speaker and author in the Clean Technology space contributing to publications including Building Operating Management, Facilities Maintenance Solutions, Corporate Real Estate Leader Magazine and Consulting -- Specifying Engineer.

"The addition of Gerrit to the Telkonet team is an important and exciting step for the company," commented Jason Tienor, Telkonet President and CEO. "Telkonet is solidifying itself as a leader in the commercial energy efficiency industry and Gerrit's expertise and experience make him a significant asset in the company's efforts. Gerrit will be focused on continued growth and expansion of our EcoSmart Product Suite while driving growth in both direct and channel sales."

"As a person who is passionate about green and sustainability, I am excited by the

opportunities to generate compelling Triple Bottom Line results for clients in the target markets -- the environmental, social and financial returns are compelling and will certainly enhance the viability of projects developed by Energy Services Companies and other energy efficiency providers. They will now have the ability to offer a cost effective solution optimized for spaces with intermittent occupancy," said Gerrit Reinders, Telkonet's new Executive Vice President of Sales & Marketing.

Telkonet's commercial platform for energy management is increasingly being chosen to facilitate energy savings and cost reductions in facilities such as college & university dormitories, classrooms, military housing, hospitality, nursing homes and assisted living facilities. Whether used in conjunction with an existing Building Automation System (BAS) or Property Management System (PMS), or as a standalone energy efficiency solution, Telkonet's EcoSmart Product Suite is able to provide real-time management, analytics and savings of 30% and greater based on its patented Recovery Time™ technology.

About Telkonet

Telkonet is a leading energy management technology provider offering hardware, software and services to Commercial customers throughout the world. The EcoCentral Platform, in conjunction with the EcoSmart Suite of products, provides comprehensive savings, management and reporting of a building's energy consumption. Telkonet's energy management products are installed in properties within the Hospitality, Military, Educational, Healthcare and Residential markets reducing energy consumption and eliminating the need for new energy generation. www.telkonet.com

Statements included in this release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of risks and uncertainties such as competitive factors, technological development, market demand and the Company's ability to obtain new contracts and accurately estimate net revenue due to variability in size, scope and duration of projects, and internal issues in the sponsoring client. Further information on potential factors that could affect the Company's financial results, can be found in the Company's Registration Statement and in its Reports on Forms 8-K filed with the Securities and Exchange Commission (SEC).

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