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Telkonet Reinforces Sales With Duo of Industry Veterans

Company Finds Experience Key to Success in Target Markets

MILWAUKEE, May 12, 2014 /PRNewswire/ -- Telkonet, Inc. (OTCQB: TKOI), whose complementary business divisions include EcoSmart™, an energy management platform featuring Recovery Time™ technology and EthoStream®, one of the largest high-speed Internet access ("HSIA") providers in the world, today announced that two seasoned account executives have joined the Telkonet sales team.



Ana Maria Huertas, joined Telkonet in January, is based in Miami and brings extensive industry experience and multilingual skills (fluent in Spanish and English). She is a great addition, because she is passionate about providing solutions that fund themselves through energy savings and operational cost reductions and the EcoSmart energy management system fuels her passions. When leveraged with her knowledge of and relationships with in-room technologies commonly found in hospitality environments she has already proven herself to be a key addition to the sales team. She was formerly the Hospitality Business Development Manager with Somfy Systems, and prior to that, the Caribbean market Sales Manager for Energy Eye, an energy management technology provider to hospitality clients that was acquired by Somfy in 2009.

Sara Pharhadi, joined Telkonet April '14, is based in Dallas and has extensive experience and relationships backed with a history of success serving the hospitality market. Sara was formerly with Vingcard Elsafe, an industry leader providing electronic security and energy management solutions to the hospitality industry.

Telkonet added these talented sales executives to capitalize on market growth projections. A recent report from Navigant Research forecasts that revenue for energy management software in the hospitality sector will grow at a compound annual growth rate (CAGR) of 16.2% from 2012 to 2020. Overall, the market for energy management software in the hospitality sector reached \$445.5 million in 2012 and is forecast to grow to \$967.9 million in 2020.

ABOUT TELKONET

Telkonet, a leading United States-based energy management technology provider, offers hardware, software and services to commercial customers worldwide. The EcoSmart suite of

products, which includes EcoInsight and EcoWave intelligent thermostats, the EcoGuard energy management outlet and the EcoSwitch energy-efficient light switch can be deployed in most building environments to cut utility costs and enable remote monitoring and control using the EcoCentral management platform. Telkonet's energy management products have the power to reduce energy consumption, minimize carbon footprints and help eliminate the need for the construction of new power plants. For more information, visit www.telkonet.com.

For news updates as they happen, follow [@Telkonet](https://twitter.com/Telkonet) on Twitter.

To receive updates on all of Telkonet's developments, sign up for our email alerts [HERE](#).

FORWARD LOOKING STATEMENTS

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 Annual Report on Form 10-K for the year ended December 31, 2012 filed with the Securities and Exchange Commission.

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