



POTASH MINERALS LIMITED



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## **Noveda selects Buddy Platform to service all future traffic from enterprise clients**

*Relationship builds on efforts underway with utilities and schools and will extend to clients including big-box retailers, utilities, universities and government agencies*

**Seattle, WA – November 5, 2015** - Buddy Platform, Inc. today announced New Jersey based Noveda Technologies, Inc. has selected the company to manage all traffic from their enterprise clients to meet Noveda's thrust into advanced analytics. Noveda has started running strategic clients on the Buddy Platform; specifically pertaining to critical energy meter data. The scope of the relationship will continue to grow as all Noveda enterprise clients will move to Buddy's highly scalable and stable data exchange system. Noveda is a global leader in real-time, web-based monitoring of energy and water usage for buildings and civic infrastructure. With a focus on visualization and front end monitoring, Noveda's choice of Buddy to provide backend support will enable them to scale and support increasingly large customers in the future.

"Noveda has distinguished themselves in the field of energy and resource monitoring, providing service to some of the biggest companies and organizations in the US," said David McLauchlan, CEO, Buddy Platform. "We couldn't be more pleased to have been selected to help them reach global scale with the stability, performance and security their business depends on."

Smart metering devices like connected electric, gas, solar and water meters collect data on energy and resource consumption, and are on the front lines of the Internet of Things ("IoT") wave. Data captured from these devices is sent to Buddy, which, in the case of these strategic customers, is then pushed to Noveda for rich visualization, key insights and actionable analysis.

- Noveda's clients include some of the largest utilities in the Northeastern United States and Canada as well as Fortune 100 firms including banks and big box retailers.
- Global organizations like the Green Schools Alliance also use the Noveda platform, aiming to reach their fast growing membership of over 7,500 schools.

"In choosing an infrastructure provider, we look for the technical chops to get us to global scale," said Govi Rao, CEO of Noveda. "Buddy has highly stable, real-time cloud endpoints that allow us to process our customer's IoT telemetry data, and present it in an interactive and actionable way to help optimize energy performance, and reduce their carbon footprint."

With this announcement, Buddy expects to accelerate the delivery of the company's first publicly stated performance milestone – reaching twenty (20) million device transactions per day – by six months.

**For and on behalf of Potash Minerals Limited**

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