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NeuCo Profiled in Industrialinfo.com "Industry Today" Webcast

Boston, MA, December 13, 2010-- Industrial Info Resources (Sugar Land, Texas) today launched a webcast entitled "The Optimization Standard", which featured Peter Kirk, President & CEO of NeuCo, Inc. The webcast is part of *Industrialinfo.com*'s weekly "Industry Today" program, a respected program where companies operating in the industrial market come together to discuss innovation, new technology and products and services that keep industry growing. Each show is hosted by Industrial Info Resources and shared to a wide variety of people with one common interest - The Industrial Market.

During this week's webcast, Peter Kirk discusses NeuCo's boiler, unit performance and equipment health optimization software, how it is used by customers, the benefits they receive, and the future direction of the technology within the power generation industry. [Click here](#) to hear Peter Kirk, along with the host of Industry Today, discuss the tools and solutions available to immediately optimize the performance of power generation processes and equipment.

About NeuCo, Inc.

NeuCo is a leading provider of optimization software solutions that help electric power producers reduce emissions and improve availability and efficiency. NeuCo's shareholders include Charles River Associates (Nasdaq: CRAI), NStar and employees. More information about NeuCo can be found on the company's website at www.neuco.net.
