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<http://www.redherring.com/Article.aspx?a=17917&hed=Energy+Efficiency+Looks+Sexier>

## **Energy Efficiency Looks Sexier**

***Cleantech Venture Network: Venture investments in the niche more than triple.***

Venture capital investment in energy efficiency technologies more than tripled in the second quarter year-over-year, according to a report released Thursday by the Cleantech Venture Network.

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**Energy efficiency is a sleeping giant.'**

**-Robert Wilder,  
WilderShares**

All this in spite of the fact that industry watchers say energy efficiency is not "sexy."

"Energy efficiency is a sleeping giant," said Robert Wilder, CEO of WilderShares, which manages two clean-energy indices. "It doesn't have the sexy allure of solar power or huge wind. But we have Saudi Arabia-sized oil reserves under our feet in America through energy efficiency."

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"Energy can be just 5 or 6 cents a kilowatt at night, but 15 to 20 cents a kilowatt during peak hours," Mr. Wilder said.

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