

World Energy Joins Hales Global in Strategic Energy Alliance *Saving Tax Dollars for US Department of Defense a Key Objective*

FOR IMMEDIATE RELEASE

Washington, D.C., September 23, 2011 – **World Energy Solutions, Inc.** (NASDAQ: XWES; TSX: XWE), a \$20 billion energy management services firm, announces a strategic alliance with **Hales Global LLC**, an international government-relations firm, to improve energy access at higher security – and lower cost – for the US Department of Defense (DOD) and other federal energy buyers.

The DOD is the largest energy consumer in the federal government. Relying on the expertise of Hales Global in government contracting and procurement, World Energy expects to provide the 680,000 military installations under DOD control worldwide with solutions that lower operational costs and increase energy efficiency, resulting in greener facilities.

World Energy has a long track record of success in the energy arena. Most recently, through a series of competitive online auctions run on the World Energy Exchange®, the company helped the greater Chicago water district net nearly \$20 million in rate savings for constituents. As a result, the district was able to post a 30 percent rate reduction. World Energy uses a technology-enabled procurement platform to help energy buyers transact in a transparent and highly-liquid marketplace. World Energy offers unique, cost-saving efficiencies over traditional approaches to energy procurement.

Hales Global for more than 35 years has been the go-to firm in Washington D.C. for companies that want to do business with the federal government. Specializing in the identification of new and undiscovered business opportunities, Hales Global most recently helped its California-based client Sidel Systems get listed on the Department of Energy's Efficiency Roadmap as an alternative energy source recommended for the coveted Energy Star designation.

The alliance of World Energy and Hales Global will bring new efficiencies, create greener energy portfolios, and result in significant cost reductions to an ever-widening sphere of US government energy buyers, saving tax dollars in the process. The companies work closely with the US General Services Administration Energy Division, including more than 30 federal agencies – such as the Bureau of Prisons, Environmental Protection Agency, Federal Aviation Administration, Internal Revenue Services, National Park Service, Social Security Administration and Veterans Administration – that depend on the GSA's Energy Division to help them purchase energy commodities, execute strategy, and make sense of the continually changing energy landscape.

Contact:

Larry Hales
202.821.3049

About Hales Global LLC

Hales Global LLC identifies, develops, and executes strategic government procurement opportunities for clients using innovative communication tools. We identify under-the-radar business prospects by collecting and analyzing business intelligence so our clients can seize these undiscovered opportunities and gain a competitive edge. We conduct intensive research to develop information our clients can put into action immediately.

About World Energy Solutions

World Energy Solutions, Inc. is an energy management services firm that brings together the passion, processes, and technologies to take the complexity out of energy management and turn it into real bottom-line impact for the businesses, institutions and governments we serve.

About the GSA

Founded in 1949, GSA manages more than 11 percent of the government's total procurement dollars and \$24 billion in federal assets, including 8,600 government-owned or leased buildings and 213,000 vehicles.