

Contact: Leonce Gaiter
Tel: 916.372.4945
Email: l.gaiter@gridsense.com

GridSense, an Acorn Energy Company, Unveils New Brand Identity and Website

Sacramento, CA – April 9, 2012 - GridSense, an Acorn Energy Company (NASDAQ: ACFN), develops and markets advanced monitoring solutions for the electric power industry, announced today the launch of its new brand identity and Website (www.gridsense.com). The new brand includes a re-designed logo created to convey the value and sophistication of GridSense solutions for electrical grid monitoring and control. The completely redesigned Website extends the new brand while offering more practical and in-depth solution information, including case studies, application notes, and video to help electrical industry professionals overcome today's daunting challenges.

“For the past few years,” says GridSense Director of Marketing Leonce Gaiter, “we have focused on developing new technologies that cost-effectively introduce smart grid monitoring and control capabilities. We’ve developed solutions that maximize asset utilization, minimize maintenance and repair costs, and help control capital expenditures, and we’ve now updated our marketing presence to fully convey those capabilities.”

GridSense expects the new brand and site to improve its communications with customers and prospects. Through better explaining the value of GridSense solutions, the company also expects to facilitate new business opportunities.

In developing the new brand, GridSense worked with Portland, Oregon design firm Koopman-Ostbo, which has guided the development of many major brands. Previewed at the DistribuTECH 2012 trade show, the brand look is notable for its bold use of color and photography that speak to the value of the industry that enables our very lifestyle.

“We need reliable power to reach our potential,” says Gaiter. “We wanted our new brand and site to demonstrate our understanding of the value of the electrical power industry. They provide the invisible hand that holds us all up. They deserve the best in solutions that help them do their jobs more efficiently.”

About GridSense Inc.

GridSense is a smart grid technology company dedicated to providing innovative, practical and cost effective monitoring solutions to the electric power industry. Utilizing in-depth industry knowledge and understanding of utility requirements, we provide technology and services that help the industry address the limitations of old and aging infrastructure. We apply experience and technical know-how with new insight and ideas to create intelligent, reliable and leading edge technologies that add value to our customers and shape the future of the modern electrical power system.

About Acorn Energy, Inc.

Acorn Energy, Inc. is a holding company focused on making energy better by providing digital solutions for energy infrastructure asset management. The four businesses in which we have controlling interests, improve the world's energy infrastructure by making it: more secure - providing security solutions for underwater energy infrastructure (DSIT); more reliable - providing condition-based monitoring to critical assets on the electric grid (GridSense, OmniMetrix) and more productive and efficient - increasing oil and gas production while lowering costs through use of permanent ultra-high sensitive seismic tools that allow for a more precise picture of reservoirs (US Seismic). For more information visit: <http://www.acornenergy.com>.

Safe Harbor Statement

This press release includes forward-looking statements, which are subject to risks and uncertainties. There is no assurance that GridSense or Acorn Energy, Inc. will continue to grow their respective businesses, execute the initiatives described above or meet the expectations described above. A complete discussion of the risks and uncertainties which may affect Acorn Energy's business generally and the businesses of its subsidiaries is included in "Risk Factors" in the Company's most recent Annual Report on Form 10-K as filed by the Company with the Securities and Exchange Commission.

###