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American DG Energy Launches New Brand Image Incorporating Energy, Environment and Economics

WALTHAM, Mass. – April 7, 2008 – American DG Energy Inc. (OTC.BB:ADGE) today announced it has launched a new brand image to inspire the connections between the emerging needs of the environment and the financial realities of property owners and managers. The campaign promotes the significant economic and environmental value of the Company's On-Site Utility energy program with combined heat and power (CHP) systems. American DG Energy, a leading On-Site Utility, offers clean electricity, heat, hot water and cooling to hospitality, healthcare, housing and athletic facilities.

"Unfortunately, most sustainable energy options provide poor economics to customers," stated Barry Sanders, President and COO of American DG Energy. "Our On-Site Utility provides immediate savings and real reduction in carbon production. We combine energy, environment and economics without any compromises. Our Company's rapid growth is a testament that property owners agree. Our new brand image is an essential next step in the Company's strategy to increase its education and communications to the marketplace."

American DG Energy created its new brand image to visually represent its business and convey the Company's value proposition to a wider audience. The goal of the new brand image is to illustrate that American DG Energy can uniquely align environmental and financial benefits with on-site energy.

On-Site Utility

American DG Energy sells the energy produced on-site from a CHP system to an individual property as an alternative to the outright sale of energy equipment. On-Site Utility customers only pay for the energy produced by the CHP system and receive a guaranteed discount rate on the price of the energy. All system capital, installation and operating expenses are paid by American DG Energy. All system installation, operation and support are handled by the Company as well.

Environmental Benefit

An On-Site Utility deployed by American DG Energy relocates the production of electricity from a large, distant power plant to an appropriately sized, distributed system installed within an individual property. Since our on-site energy systems have greater efficiency and can operate 24 hours per day, the potential carbon reduction is greater than most other energy technologies. For example, a standard utility power plant is often only 33% efficient, while our standard On-Site Utility approaches 90% efficiency. A typical On-Site Utility deployed by American DG Energy can offset over 650 tons of CO₂ gas each year, which is the equivalent of planting 180 acres of trees or eliminating the emissions of over 100 automobiles.

About American DG Energy

American DG Energy (OTC.BB:ADGE) supplies low-cost energy to its customers through distributed power generating systems. The company is committed to providing institutional, commercial, and small industrial facilities with clean, reliable power, cooling, heat and hot water at lower costs than charged by local utilities – without any capital or start-up costs to the energy user. American DG Energy is headquartered in Waltham, Massachusetts. More information can be found at www.americandg.com.

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FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements under the Private Securities Litigation Reform Act of 1995 that involve a number of risks and uncertainties. Important factors could cause actual results to differ materially from those indicated by such forward-looking statements, as disclosed on the Company's website and SEC filings. This press release does not constitute an offer to buy or sell securities by the Company, its subsidiaries or any associated party and is meant purely for informational purposes.