



**For Immediate Release**

## **AMBIENT ENTERS CALIFORNIA MARKET**

### ***SDG&E Selects Ambient to Assess BPL Technology***

**Boston, MA, July 21, 2005 - Ambient Corporation (OTCBB: ABTG)**, a leader in Broadband over Power Lines (BPL) solutions, today announced the BPL Trial Agreement it has entered into with San Diego Gas & Electric Company (SDG&E), a unit of Sempra Energy (NYSE: SRE), that will evaluate BPL-enabled consumer and utility based applications.

Ambient will work with SDG&E staff to develop an understanding of the required knowledge and skills to implement, design and install a fully operational BPL-enabled Ambient network on the SDG&E grid. Ambient's Network Management System (NMS) will be licensed by SDG&E to monitor the BPL network. Ambient technology will be purchased and installed by SDG&E to provide high-speed data services so that SDG&E may evaluate several applications including BPL-enabled meter reading.

John J. Joyce, President and CEO of Ambient, stated, "We believe this is a significant opportunity for Ambient to demonstrate how our solution may play a role in helping to fulfill the Advanced Metering Initiative (AMI) set forth by California's Energy Commission (CEC) and Public Utility Commission (CPUC). California's energy vision set forth by these two commissions is unique as it focuses on customer-oriented or demand-side solutions, seeking to establish a technology and pricing policy foundation that links customer rates with the market price for energy. Our goal is to establish a BPL network in the state where the Public Utility Commission has clearly expressed an interest in evaluating BPL technologies for better serving the utility's customers."

#### **About Ambient Corporation**

Ambient Corporation (OTC BB: ABTG) is a development stage company engaged in the design, development and marketing of equipment and technologies that utilize existing electrical power medium voltage and low voltage distribution lines as a medium for the delivery of broadband and other communication services. The use of an electric power distribution system as a high-speed communication medium is commonly referred to as "power line communications" or "broadband over power lines." Visit Ambient at [www.ambientcorp.com](http://www.ambientcorp.com).

**About San Diego Gas & Electric Company**

SDG&E is a regulated, investor owned public utility that provides safe and reliable energy service to 3.3 million consumers through 1.3 million electric meters and more than 800,000 natural gas meters. The company's service territory encompasses 4,100 square miles in San Diego and southern Orange counties. Exceptional customer service is a priority of SDG&E as it seeks to enhance the region's quality of life. SDG&E is a regulated subsidiary of Sempra Energy (NYSE: SRE). Sempra Energy, based in San Diego, is a Fortune 500 energy services holding company. To learn more, go to [www.sdge.com](http://www.sdge.com).

*This press release may contain forward-looking statements that involve risks and uncertainties. These statements may differ materially from actual future events or results. Readers are referred to the documents filed by Ambient Corporation with the SEC, including the company's most recent report on Form 10-KSB and 10-QSB, which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements. Ambient is a trademark of Ambient Corporation registered in the U.S. Patent and Trademark Office.*

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