



## Blue Line Innovations Wins Award for Energy Efficient Technology

January 18, 2007, Ottawa ON and St. John's, Newfoundland, Labrador: The PowerCost Monitor™, the Canadian-made device that lets homeowners see how much their houses are spending on electricity in real-time has been awarded "Outstanding Energy Efficient Technology Deployment of the Year" by the US based Association for Energy Service Professionals (AESP).

The AESP award recognized the deployment of the PowerCost Monitor™ to 30,000 Hydro One customers in Northern Ontario in 2006; the largest deployment in the world of real-time feedback display devices for tracking single unit residential electricity consumption.

"The Northern Ontario deployment of our product was an exciting and rewarding project for our company. It's a thrill and an honour that our technology and this program in particular have been recognized by AESP", said Danny Tuff CEO of Blue Line Innovations.

Commenting on the award, Brad Kates, President of AESP said: "We had many award submissions this year, and our judges faced tough decisions. Blue Line Innovations' PowerCost Monitor is the type of leading edge technology that will help utility customers conserve energy."

David Curtis, Hydro One's Director of Business Transformation commented on the award saying: "The unique feature of the PowerCost Monitor is that it allows customers to see how much electricity they are consuming in real time and what it's costing them minute-by-minute. It's a very compelling and timely product that is helping our customers conserve electricity and benefit from the savings that result from their conservation efforts."

The PowerCost Monitor™ is simple to install. The homeowner attaches the sensor unit to the electricity meter on the outside of the home and it reads the meter. It then sends a signal to a small companion display unit, which can sit atop a counter or hang on the wall inside the home.

The display unit shows the homeowner how much money is being spent on electricity from minute to minute. There are no wires used to connect the sensor unit to the display unit in the home.

### About Blue Line Innovations:

Blue Line Innovations is a Newfoundland and Labrador based firm offering innovative conservation and demand-side management solutions to the energy sector. Key divisions of Blue Line Innovations are involved in product development, marketing, systems engineering and manufacturing. Blue Line is the only developer and provider of this innovative technology in Canada. Given the global focus on energy conservation, Blue Line Innovations is well positioned to support individuals, utilities and governments in achieving their conservation goals. For more information on Blue Line Innovations or the PowerCost Monitor visit [www.save-electricity.ca](http://www.save-electricity.ca) or call Shaun Markey 613-728-9951 [shaunmarkey@rogers.com](mailto:shaunmarkey@rogers.com)

### About AESP

AESP is dedicated to advancing the professional interests of individuals working to provide value through energy services and energy efficiency by the sharing of ideas, information and experience. For more information, please visit [www.aesp.org](http://www.aesp.org), or contact Meg Matt at 480-704-590