



FOR IMMEDIATE RELEASE

powerWISE® REPORT CARD – Quarterly Update on Conservation in Ontario

TORONTO, August 30, 2005 – Six of Ontario's largest local electricity distribution companies, who are cooperatively delivering energy conservation programs under the powerWISE® name, are pleased to provide an update on activities during the second quarter of 2005. Through a combined investment of close to \$4 million in the three-month period, the group continues to promote energy conservation and reduced demand for electricity in their respective service areas.

powerWISE is delivering over \$70 million in comprehensive electricity conservation programs over a three-year period. In the first quarter, more than \$3 million was spent on programs geared to helping customers conserve electricity.

"We continue to look for innovative ways to reach our customers and help them save money and conserve electricity," says Brian Bentz, President and CEO, PowerStream Inc. "With the hot summer that we're having, customers will need to look for new ways to reduce the amount on their bills."

Since December 2004, several programs have been introduced to customers. In the quarter ending June 30, many of the programs launched previously continued and a number of new initiatives were introduced. These included:

- A partnership between PowerStream and the Toronto and Region Conservation (TRCA), to develop a sustainable community competition that will engage a local development/builder in Vaughan to design and build an energy efficient sub-division of homes;
- The Safety Power program, a one megawatt (MW) pilot project for peak-shaving during critical demand days on system supply developed and implemented by PowerStream, Toromont Energy Limited and the Electrical Safety Authority (ESA);
- Customer engagement programs, such as contests, web and email communications;
- Public appeals for energy conservation through advertising and media relations;
- Hot Water Heater Tune-Up Program – for customers with electric hot water in Mississauga;
- The first refrigerator retirement program – launched in Ottawa;
- Trained and dedicated staff to provide conservation information to customers in the Ottawa area;
- Roving conservation teams from Enersource who are on the street and educating the public at events and activities in Mississauga;
- Corporate support by Veridian, for the City of Pickering's 'Partners for Climate Protection' Project, which will see the development of a comprehensive greenhouse gas emission reduction plan for the community.
- The Cool Shops program continues in Markham, Toronto and Ottawa to educate small businesses and advise them on how to become more energy efficient;
- Ongoing and new load control and smart meter pilot programs;
- Partnership with ENWAVE to cool downtown Toronto office towers and deliver 10 MW of electricity savings; An energy management program being piloted by the Social Housing Services Corporation (SHSC), which helps social housing landlords identify energy saving opportunities and fund energy management solutions in their buildings; and
- The room air conditioner retirement program with The Home Depot in Toronto where six MW of peak demand savings have been realized.

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A number of educational initiatives are also continuing in many communities. These efforts include:

- Workshops for medium and large electricity users;
- Conservation campaigns in libraries, malls, fairs, and other community events/venues;
- Billing inserts;
- Local advertising;
- Presentations to city boards, industry groups, commissions and agencies;
- TAPS – a program in cooperation with ENBRIDGE to help customers identify ways to save money and conserve energy; and
- Trade and industry shows.

powerWISE members Enersource Hydro Mississauga, Horizon Utilities Corporation, Hydro Ottawa Limited, PowerStream Inc., Toronto Hydro-Electric Limited and Veridian Connections will continue to deliver more new and innovative programs, and are fully committed to the goal of reducing demand and creating a culture of conservation in Ontario.

Visit www.powerwise.ca to learn how to conserve energy and save money.

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For more information or to schedule an interview contact:

Ken MacDonald, Enersource Corporation
(905) 283-4050

Élise Proulx, Hydro Ottawa Limited
(613) 221-0063

Tanya Bruckmueller, Toronto Hydro Corporation
(416) 542-2621

Marjorie Richards, Horizon Utilities Corporation
(905) 317-4782

Eric Fagen, PowerStream Inc.
(905) 417-6910

George Armstrong, Veridian Corporation
(905) 427-9870, ext. 2202

