



Media Release

Going Green to Stay in the Black Horizon Utilities Helps Businesses Reduce Their Electricity Bills

(HAMILTON, ONTARIO) March 27, 2009 - With support from Horizon Utilities, local businesses are stretching dollars during these tough economic times by taking advantage of provincial programs designed to help businesses reduce their electricity bills.

"More and more, our customers are grasping both the environmental benefits and business practicalities of conserving energy," says Max Cananzi, President and CEO of Horizon Utilities. "We're committed to partnering with our customers to bring them the programs and services they need to reduce their consumption of electricity and sustain profitability during these challenging times."

Today, at Liuna Station in Hamilton, Horizon Utilities recognized customers who have already benefited from rebates for upgrading their facilities and equipment to use less energy. During the session, they invited other businesses to learn more about they can do to save energy and save money through the Electricity Retrofit Incentive Program (ERIP) and the new demand response program called *PowerPay! Ontario*, offered through a partnership with ECS Inc.

ERIP is an electricity 'tune-up' program that rewards businesses for upgrading their facilities and equipment to use less electricity. From retrofitting lighting fixtures to replacing HVAC components with more energy efficient models, Horizon Utilities is helping participating organizations lower their operating costs, reduce CO₂ emissions and become eligible for incentive rebates.

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Horizon Utilities' new demand response program called *PowerPay! Ontario* gives businesses the power to earn significant dollars simply by agreeing to reduce their electricity consumption on 'peak usage' days in the province. There are no up front costs for businesses to participate in *PowerPay!Ontario*. Instead, end-users with the ability to temporarily reduce loads or shift demand into off-peak hours are paid for agreeing to standby to reduce load, and paid again for what they are able to reduce if called upon to do so.

Companies leading the way when it comes to conserving energy include Timothy Christian School, Brock University, Canadian Tire (Upper Wentworth), Homestead Land Holdings and Wal-Mart (St. Catharines). All are being recognized today for successfully implementing ERIP projects and collectively reducing demand by more than 500 kW.

"It's great to set an example for our students by taking positive steps to reduce our power consumption," says Scott Johnstone, Electrical Supervisor, Brock University. "Especially now, when every penny counts, saving electricity means we can focus more of our resources on doing what we do best - educating our students to be productive stewards of our environment and economy."

Jared Sian, Corporate Energy Manager, for Homestead Land Holdings also recommends participation in ERIP. The organization completed 20 CFL lighting conversions that led to energy savings of 285 kW or seven per cent of their total electricity demand. "It just makes sense to invest in equipment that makes us more efficient, lessens our operating expenditures and lessens our impact on the environment."

The Electricity Retrofit Incentive Program and *PowerPay!Ontario* are two great examples of demand management programs offered by Horizon Utilities to help meet electricity reduction targets.

Horizon Utilities invites its customers across Hamilton and St. Catharines to celebrate their own conservation efforts by joining with businesses and residents in more than 930 cities and towns across 25 time zones in powering down and switching off during Earth Hour, tomorrow evening - March 28 - between 8:30 and 9:30 p.m.

Horizon Utilities Corporation is one of the largest municipally owned electricity distribution companies in Ontario, providing electricity and related utility services to 233,000 residential, commercial and industrial customers in Hamilton and St. Catharines. Horizon Utilities' employees are committed to delivering a safe and reliable supply of electricity, providing unparalleled customer value, and helping to create a culture of energy conservation in Ontario.

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