



Media Release

Horizon Utilities marks its second anniversary with launch of a new look

Hamilton/St. Catharines, ON (March 1, 2007) --- Horizon Utilities Corporation is now two years old and is marking the occasion by officially introducing a new logo as part of the creation of a new brand for the local electricity distribution company serving Hamilton and St. Catharines.

Horizon Utilities Corporation came into existence on March 1, 2005, with the merger of Hamilton Hydro Inc. and St. Catharines Hydro Utility Services Inc. As the third largest municipally owned electricity distribution company in Ontario, the company provides electricity and related utility services to over 230,000 residential and commercial customers in Hamilton and St. Catharines.

"Horizon Utilities is a great success. During 2006, our first full calendar year of operation, we realized many of the gains we had anticipated as a result of the merger," said Max Cananzi, President and CEO of Horizon Utilities. "I think our fresh, distinctive, new logo, and its tagline "Looking beyond...", speaks to that success and the transformation Horizon Utilities has undergone over the last two years. We are becoming a much more approachable, flexible, innovative and future-oriented company, and I think our new brand reflects that."

The new logo, created by a local design house, includes the tagline "Looking beyond ..." which was chosen with input from employees and focus groups made up of commercial and residential customers. Customers will begin seeing the new logo on their bills and on Horizon Utilities' fleet of service vehicles this spring.

The Horizon name itself was chosen following an employee contest.

"At the time of the merger, we decided to go with the new name for the merged company but not to introduce a new logo because both companies had a recognizable presence in their communities. We wanted to slowly introduce the Horizon Utilities name and let everyone become familiar with that first before doing anything else from a branding point of view," said Cananzi.

Horizon Utilities Corporation is owned by Hamilton Utilities Corporation and St. Catharines Hydro Inc. and operates out of facilities in Hamilton, St. Catharines and Stoney Creek. Horizon's 350 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.

Horizon Utilities Corporation is proud to be a founding member of powerWISE®, a brand created to promote energy conservation and reduce the demand for electricity in Ontario. powerWISE® is a joint initiative of the Ontario government and six of Ontario's largest electricity distribution companies. For more information, visit: www.horizonutilities.com and www.powerwise.ca.

For more information contact:

Sandy Manners, Director, Corporate Communications, Horizon Utilities Corporation
(905) 317-4707 • sandy.manners@horizonutilities.com

Photos and logos available upon request.