

For Immediate Release
January 31, 2006

ONTARIO GOVERNMENT JOINS ELECTRICITY DISTRIBUTION COMPANIES TO PROMOTE ENERGY CONSERVATION

powerWISE® Education Campaign Targets Ontario Consumers

MISSISSAUGA — The McGuinty government and six of Ontario's largest electricity distribution companies are launching a major consumer education campaign to encourage energy conservation.

The powerWISE education campaign will encourage all Ontarians to work together to conserve energy and reduce the demand for electricity.

"Energy conservation is vital to ensuring Ontario has a clean, secure and reliable supply of electricity for many years to come," said Energy Minister Donna Cansfield. "This partnership is another major step in building a conservation culture in Ontario."

"In 2003, Hamilton Utilities Corporation developed the powerWISE energy conservation brand as part of our Corporate Social Responsibility program," said Art Leitch, President and Chief Executive Officer of Hamilton Utilities Corporation. "We recognized early on that it was our responsibility to educate our customers on energy conservation. Today, with Horizon Utilities, five of the other largest utilities in Ontario and the Ministry of Energy all working collectively under the powerWISE conservation brand, consumers will receive consistent messaging and education that will undoubtedly accelerate the growth of a conservation culture across the Province."

The Ontario-wide campaign will include conservation ads on television and in newspapers. Partners in the campaign include the Province of Ontario, Toronto Hydro Electric System, Enersource Corporation (Mississauga), Hydro Ottawa Limited, Horizon Utilities Corporation (Hamilton, St. Catharines), PowerStream (Aurora, Markham, Richmond Hill and Vaughan) and Veridian Connections (Ajax, Brock, Belleville, Clarington, Gravenhurst, Pickering, Port Hope, Scugog and Uxbridge) and all electricity distribution companies have been invited to join powerWISE. The powerWISE brand has been developed and promoted by the utilities in support of the Ontario government's goal of building a conservation culture in Ontario.

For more information on powerWISE visit www.powerwise.ca

For more information on the Ontario government's conservation initiatives visit www.energy.gov.on.ca

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Ontario Conservation Facts

- 91% of Ontarians think conserving energy is important.
- 54% of Ontarians say they are doing all that they can to conserve energy or that they do not know what else to do.
- The top two things Ontarians are doing to conserve energy are: turning off lights (72%) and using energy efficient light bulbs (33%).
- Saving money & protecting the environment are the main drivers for conserving electricity.
- After Health Care, Ontarians are most likely to mention Hydro/Electricity as the most important issue facing the province.
- Ontarians want to do their part – 49% feel individuals are most responsible for ensuring that they conserve electricity.
- If 4 million households in Ontario replaced just three 100-watt bulbs with 25-watt compact florescent bulbs, together we'd save 1.3 billion kilowatt-hours- enough electricity to supply 130,000 homes or every house in a city the size of Windsor.
- The Canadian Appliance Manufacturers Association has estimated that "if all major appliances were replaced with ENERGY STAR appliances annual provincial energy consumption would drop by 7.5 TWh - equal to the annual household energy consumption of Hamilton, London, Kitchener, Sudbury and Thunder Bay combined.

1 Ontarian's Behaviours & Attitudes Towards Energy Conservation, Pollara Survey Results Prepared for the Ontario Ministry of Energy, November, 2005. Total respondents: 1,314

Backgrounder



About the powerWISE education campaign:

- The Ontario government and six of Ontario's largest electricity distributing companies are launching a major consumer education campaign on January 31 to encourage energy conservation. The Ontario-wide campaign will include conservation messages on television and in newspapers.

About powerWISE:

- Six of Ontario's largest local electricity distribution companies (LDCs), representing 1.7 million customers or approximately 40 percent of electricity customers in Ontario, have joined cooperatively under the name powerWISE.
- powerWISE members include: Toronto Hydro Corporation, Enersource Corporation (Mississauga), Hydro Ottawa Limited, Horizon Utilities Corporation (Hamilton, St. Catharines), PowerStream (Aurora, Markham, Richmond Hill and Vaughan) and Veridian Connections (Ajax, Brock, Belleville, Clarington, Gravenhurst, Pickering, Port Hope, Scugog and Uxbridge).
- Together, they will work to deliver a major, multi-year, initiative designed to promote energy conservation to consumers and reduce the demand for electricity in their respective service areas.
- To date, the group has spent over \$10 million on programs geared to helping customers conserve electricity

Sample Initiatives

- The Lighten Your Electricity Bill campaign with Canadian Tire in 2005 provided discount incentives on the purchase of several energy efficient products. This program included 31 utilities who collectively distributed 2.3 million retail coupons across the province.
- With peakSAVER, residential and commercial customers volunteer their air conditioning units for load control.
- Veridian Connections expanded their smart meter/interval meter business program to include customers that use 200kW or higher.
- Enersource Hydro, Horizon Utilities, Hydro Ottawa and PowerStream implemented programs with local libraries where customers can borrow 'watt readers' to see how much power they consume.
- Hydro Ottawa successfully launched one of the first refrigerator reclamation programs in the province. Their Fridge Bounty program removed 500 so-called beer fridges from the electricity grid in just six weeks, saving enough electricity to power 67 homes.
- The powerWISE LDCs launched the powerWISE Business Incentive Program which is providing financial incentives to qualifying commercial, industrial and institutional customers with an electricity demand of 50kW or more. The incentive level starts at \$150 per kW saved.
- The LDC's have developed a number of initiatives for the low income and social housing sectors.
- The Switch to Cold campaign encourages customers to wash their clothes in cold water.
- The How Many Bulbs Does it Take to Change Toronto? campaign, in partnership with The Home Depot, offered two free compact fluorescent light (CFL) bulbs to all residents in the City of Toronto.

