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Energy efficiency competition between homeowners featured in powerWISE® sponsored television program

Series showcasing energy conservation begins airing May 25, 2006 on CBC

MISSISSAUGA, May 24, 2006 – A unique television game show in which contestants not only receive \$15,000 to make their homes more energy efficient but also compete to win a hybrid car is scheduled to begin airing this Thursday on the CBC main network.

The show, entitled “Code Green Canada” is a six-part television series being sponsored in part by the powerWISE® alliance. It provides homeowners with invaluable information on how to reduce energy consumption and save money.

In each episode, two contestants compete against each other in retrofitting their homes to reduce their energy and water consumption, as well as their greenhouse gas emissions. At the completion of the series, the homeowner who has achieved the greatest reduction in consumption and emissions wins a gas-electric 2006 hybrid Prius, courtesy of Toyota Canada.

“The powerWISE alliance is pleased to be supporting this novel television program which not only showcases energy efficiency but will also assist us in promoting our conservation initiatives to the customers in our service territories,” Gunars Ceksters, President and CEO of Enersource Corporation said.

Code Green Canada will be broadcast on the CBC television main network on Thursdays from May 25, 2006, continuing through to June 29. Broadcast time on the CBC main network is 2:30 p.m. in all regions of Canada. The series will also be aired on CBC Newsworld on Saturday nights at 7 p.m. ET (with a repeat broadcast at 11 p.m.), from May 27 to July 8. A rebroadcast on CBC’s digital channel, Country Canada, is planned but exact times and dates have yet to be announced.

The 12 contestants who were selected to participate in Code Green represent communities from all across Canada. They were chosen from applications submitted to the show’s producers in November 2005. Selection criteria included owning and living in a home which was originally built before 1985.

powerWISE is an initiative of several large local distribution utilities including Enersource Hydro Mississauga, Horizon Utilities Corporation, Hydro Ottawa Limited, PowerStream Inc., Toronto Hydro-Electric System and Veridian Connections. powerWISE promotes energy conservation to residential consumers in their communities, who represent approximately 40 percent of the electricity customers in Ontario.

Code Green Canada is an official inter-provincial co-production between Ric Beirsto of Laughing Mountain Communications (BC) and Daniel Leipnik of Vibrance Alive Entertainment (BC), Ron E Scott of Prairie Dog Film & Television (Alberta), Paul Scherzer of Six Island Productions (Ontario), and Edward Piell of Tell Tale Productions (Nova Scotia).

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