



MEDIA RELEASE

1000 trucks roll out money-saving energy conservation tips

powerWISE® Hits The Streets

FOR IMMEDIATE RELEASE

November 3, 2005 --- Utility vehicles attract attention daily as they provide services in their communities across Ontario, so six of the province's largest electricity distribution companies are going to use 1000 of their service vehicles to promote powerWISE and provide money-saving energy conservation tips to consumers.

Enersource Hydro Mississauga, Horizon Utilities Corporation, Hydro Ottawa Limited, PowerStream Inc., Toronto Hydro-Electric System Limited and Veridian Connections, who are cooperatively delivering energy conservation programs under the powerWISE name, have launched "**powerWISE® Hits The Streets**", a fleet messaging program.

The six utilities which collectively deliver electricity to 40 percent of the province (1.65MM customers), have labeled their service vehicles with the powerWISE brand and energy conservation tips.

"Our vehicles are highly visible on the streets of our communities and it's estimated that the message on the side of one truck will be seen by thousands of people over the course of a day. When you consider that kind of exposure, putting conservation advice on our utility vehicles is an excellent way to remind our customers about the importance of reducing their energy use," said Art Leitch, CEO of Horizon Utilities Corporation".

powerWISE is delivering over \$70 million in comprehensive electricity conservation programs over a three-year period. **powerWISE® Hits The Streets** is just one of a number of initiatives that the powerWISE members have underway to help build a strong conservation culture in Ontario.

To arrange an interview and photo opportunity, please contact:

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