



FOR IMMEDIATE RELEASE

## powerWISE™ REPORT CARD – Quarterly Update on Conservation in Ontario

### *Ontarians are taking notice of the need to conserve electricity*

**TORONTO, May 24, 2005** – Six of Ontario's largest local electricity distribution companies who are cooperatively delivering energy conservation programs under the powerWISE™ name are pleased to provide an update on activities in their first quarter. Through an initial combined investment of \$3.3 million, they are promoting energy conservation and reduced demand for electricity in their respective service areas. powerWISE will deliver over \$70 million in comprehensive electricity conservation programs over a three year period.

On April 1, 2005, Enersource Hydro Mississauga, Hamilton Utilities Corporation, Hydro Ottawa Limited, PowerStream Inc., Toronto Hydro-Electric Limited and Veridian Connections announced they would work cooperatively under the name “powerWISE”. Since then, powerWISE members have already implemented a number of programs that will deliver megawatt savings to ease the load on Ontario’s electricity system.

“We’re delighted to see so much progress, so quickly, and that customers will also see savings on their bills,” says Michael Angemeer, President & CEO, Veridian Corporation. “Collectively, the powerWISE members have asked over 1.6 million customers to review their energy use and consider ways to conserve and save money. Their response has been overwhelming.”

Dwight Duncan, Ontario’s Minister of Energy also is encouraged by the response. “I’m impressed by the progress made by the powerWISE members to implement new and innovative programs to help Ontario consumers save energy and save money, and to help build a true culture of conservation across our province” said Minister Duncan.

The website, [www.powerwise.ca](http://www.powerwise.ca) receives approximately 6,000 hits per day. The most popular topic on the website is information on home energy audits. In addition, many customers have been testing the electricity calculator.

Since December, a number of programs have been introduced to customers:

- Agreement with the Toronto and Region Conservation (TRCA) and the Markham Energy Conservation Office (ECO) to deliver energy efficiency programs targeting the education sector, hospitals and municipalities;
- Hot Water Heater Tune-Up Program – for customers with electric hot water;
- Social Housing Services Corporation (SHSC) funding for energy audits on low income properties;
- LED lighting promotions, exchanges and giveaways;
- powerWISE Power Packs to help get customers started with conservation (contents include CFL bulbs, energy efficient night-light and energy conservation tips);
- powerWISE Tune-Up Program where customers get an energy audit and the Power Pack is installed;
- Coordination with the Ministry of Natural Resources to support Energy Star for New Homes, a new energy efficient standard for new home developers;
- Smart meter and load control pilot programs; and
- Home Depot promotion that gives incentive to purchase energy efficient products. The program includes other promotions that will provide 30 megawatts of peak demand reduction through 2007.

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A number of educational initiatives are also underway in many communities. These efforts include:

- Workshops for medium and large electricity users;
- Conservation campaigns in libraries, malls, fairs, and other community events/venues;
- Billing inserts;
- Switch to Cold Campaign;
- Local advertising;
- Presentations to city boards, industry groups, commissions and agencies;
- TAPS – a program in cooperation with ENBRIDGE to help customers identify ways to save money and conserve energy; and
- Trade and industry shows.

powerWISE members Enersource Hydro Mississauga, Hamilton Utilities Corporation, Hydro Ottawa Limited, PowerStream Inc., Toronto Hydro-Electric Limited and Veridian Connections will continue to deliver more new and innovative programs, and are fully committed to the goal of reducing demand and creating a culture of conservation in Ontario.

Visit [www.powerwise.ca](http://www.powerwise.ca) to learn how to conserve energy and save money.

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