

Media Advisory (Attn: Energy, Science and Business Editors)

North American Conference on Electrical Energy Feedback to be held in Toronto

Toronto, Monday, May 16, 2005: Home and small business owners have little or no concept of how much energy they're using and the cost - until they get the bill.

Evidence suggests that direct feedback on energy consumption from an electronic display inside the home or small business reduces demand. You can see what you're spending - by the minute.

This conference on features subject experts from across North America and the United Kingdom who are coming together in Toronto to discuss trends and issues related to real time energy feed back.

The event was initiated by Blue Line Innovations and organized by Primen/EPRI Solutions. Blue Line is the only Canadian firm that makes and markets a real time feedback device that tells one at a glance how much energy the home is using.

What: The Real Time Energy Feedback Forum

When: Tuesday, May 17 (1 PM to 5 PM)

Wednesday, May 18 (7:45 AM to 4 PM)

Where: Toronto Marriott Courtyard Hotel, 475 Yonge Street

Speakers from:

- Hydro One
- Southern California Edison
- London Hydro
- Blue Line Innovations
- University of Oxford, Environmental Change Institute
- Heriot Watt University (Edinburgh)
- McMaster University
- Primen/EPRI Solutions, plus
- Presentations by a number of vendors

About Blue Line Innovations:

Blue Line Innovations is a Newfoundland and Labrador based firm offering innovative conservation and demand-side management solutions to energy sector. Key divisions of Blue Line Innovations are involved in product development, marketing, systems engineering and manufacturing. Based in St. John's, Newfoundland and Labrador, Blue Line is the only developer and provider of this innovative technology in Canada. Given the global focus on

energy conservation, Blue Line Innovations is well positioned to support individuals, utilities and governments in achieving their conservation goals.

For more information
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