

## Blue Line Innovations Wins Innovation Award from Province of Newfoundland and Labrador.

April 18, 2008, Ottawa and St. John's Newfoundland and Labrador: The PowerCost Monitor, the Canadian innovation that helps homeowners conserve electricity, has won another award, this time from the Province of Newfoundland and Labrador. At a ceremony today, Kent Sargent, Blue Line Innovations' Director of Sales and Marketing accepted the Innovation in Business Award from Innovation, Trade and Rural Development Minister, Trevor Taylor.

This particular award recognizes a company for its outstanding achievement in creating new opportunities to advance its business through innovation.

Danny Tuff, CEO of Blue Line Innovations commented on the announcement saying: "The PowerCost Monitor is a simple yet compelling innovation; it enables people to accurately measure their electricity consumption in their homes in real time. That's a value proposition that continues to resonate with people throughout North America. We're thrilled to be recognized with this award. "

Last year, the PowerCost Monitor was awarded "Outstanding Energy Efficient Technology Deployment of the Year" by the US based Association for Energy Service Professionals (AESP). The Monitor was also a finalist in the Stars for Energy Efficiency – a program of The Alliance to Save Energy.

### **How it Works**

The PowerCost Monitor™ attaches to the electricity meter on the outside of the home and it reads the meter. It then sends a signal to a small companion display unit, which can sit atop a counter or hang on the wall inside the home. The display unit shows the homeowner how much money is being spent on electricity from minute to minute and keeps a running total in dollars and cents. There are no wires used to connect the sensor unit to the display unit in the home.

### **About Blue Line Innovations**

Blue Line Innovations Inc. is the world's leader in providing real-time energy feedback technologies for residential energy conservation programs. Blue Line's popular in-home display, the PowerCost Monitor™, is an energy conservation tool that displays in real-time, a home's electricity cost in dollars and cents and in kilowatt hours. Blue Line technology is the most widely deployed real time energy feedback device in the world. Given the global focus on energy conservation, Blue Line Innovations is well positioned to support individuals, utilities and governments in achieving their conservation goals. [www.bluelineinnovations.com](http://www.bluelineinnovations.com)

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