

Blue Line Innovations and Elster Enter Agreement to Jointly Market an Integrated Power Cost Monitor with EnergyAxis® System

St. John's, Newfoundland and Labrador and Raleigh, North Carolina (January 23, 2008)—Blue Line Innovations, the world's leader in the in-home-display market and manufacturer of the popular PowerCost Monitor™—a consumer device that provides real-time energy feedback, and Elster Integrated Solutions, part of Elster Group, a world leader in Advanced Metering Infrastructure (AMI) and integrated metering and utilization solutions to the gas, electricity and water industries, announced today at the DistribuTECH show in Tampa FL, that the two companies have entered an agreement to jointly market an integrated AMI PowerCost Monitor.

The new product is a fully integrated in-home-display that uses Elster's 900MHz RF technology to communicate with Elster's EnergyAxis System. This enables the display to obtain consumption and demand, time-of-use, and other information directly from the consumer's electricity meter. The PowerCost Monitor provides real-time energy and cost feedback to the electricity consumer, empowering them with critical information that enables them to better understand and modify their energy consumption behaviors ultimately, conserving energy and saving money.

The new integrated AMI PowerCost Monitor will be on display at DistribuTECH in Tampa, FL January 22-24, 2008 and will be available for commercial deployments summer 2008.

Elster's proven EnergyAxis System delivers advanced AMI solutions for the electricity, gas and water industries. Elster has the largest two-way mesh radio frequency AMI deployment in the world that is delivering complex billing information and performing remote disconnects and reconnects on a daily basis.

The PowerCost Monitor is the first integrated device of its kind on the market. Under the agreement Elster and Blue Line will jointly market and sell the device to existing deployments of the EnergyAxis System as well as future AMI deployments.

"This is an exciting development", said Danny Tuff, CEO of Blue Line Innovations. "Again, we are first to market with an innovative electricity monitoring product and it will also give us the ability to offer this new product to utilities that have already deployed the EnergyAxis System."

Real-time energy feedback has been proven to reduce energy consumption by up to 20 percent. The PowerCost Monitor has been cited in numerous studies to provide positive energy conservation over the long term. Recognized as an

industry leader, Blue Line has won numerous awards for the energy saving device.

“We are pleased to be working with Blue Line,” said Sharon Allan, president, Elster Integrated Solutions. “Our customers across both companies will benefit from the integrated device that results from this alliance.”

About Elster Integrated Solutions

EIS delivers AMR and AMI systems that help utilities improve revenue cycle services, customer service, and delivery reliability as well as implement demand response and conservation programs. EIS delivers and integrates metering automation solutions for utility customers so that they can better manage their business in the area of electric, water, and gas usage as well as facilitate new end-customer programs. Experienced in field-proven AMR and AMI system deployment, EIS enables business and customer management from metering information. Core to EIS solutions are the use of intelligent standards-based communications. For more information, visit www.elster-eis.com.

About Elster Group

Elster Group is a world leader in Advanced Metering Infrastructure (AMI) and integrated metering and utilization solutions to the gas, electricity and water industries. Elster's high quality AMI and AMR products, systems, and solutions reflect the wealth of knowledge and experience gained from over 170 years of dedication to measuring precious resources and energy. Elster provides world class solutions and advanced technologies to help utilities more easily, efficiently and reliably obtain and use advanced metering intelligence to improve customer service, enhance operational efficiency, and increase revenues. Elster's AMI solutions enable utilities to cost-effectively generate, deliver, manage and conserve the life-essential resources of gas, electricity and water. The group has over 7,500 staff and operations in 38 countries, focused in North and South America, Europe, and Asia. For additional information, visit www.elster.com.

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

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