

## Crutchfield Eyes Home Energy Monitoring Trend, Selects Electricity Monitor from Blue Line Innovations

Wednesday, March 1, 2010: St. John's, Newfoundland: Electronics retailer Crutchfield today recognized that home energy monitoring is going mainstream by adding the PowerCost Monitor™ from Blue Line Innovations to its product lineup..

The Virginia-based electronics specialist is rolling out the PowerCost Monitor™ to both its Virginia based stores, Charlottesville and Harrisonburg, and its online stores [www.crutchfield.com](http://www.crutchfield.com) and [www.crutchfield.ca](http://www.crutchfield.ca) .

Research has proven that knowing immediately what your house is spending on electricity via a PowerCost Monitor™ is the key to saving and conservation. PowerCost Monitor users typically reduce their electricity consumption by 6 to 18%. That translates into savings of up to \$250 a year.

Consumer interest in home energy monitoring is growing quickly. The category is joining the retail mainstream. Earlier this month, Fry's Electronics added the PowerCost Monitor™ to its product mix and online retailer Newegg.com also announced it was offering the PowerCost Monitor to its customers.

Peter Porteous, CEO of Blue Line Innovations said: "We've had discussions with Crutchfield for a number of months and they put us to work to demonstrate that consumer interest and the retail market was ready for energy monitoring. That point in time has arrived. We are very excited about this relationship with Crutchfield as a trusted retailer in Virginia and beyond. We implemented an in-depth market study in conjunction with Dominion Power in 2008/09 and through this study and the daily traffic we see on our website – consumer interest and the opportunity to make a real difference in energy consumption in Virginia are high."

"As a father of a teenager and a pre-teen, using the PowerCost Monitor™ has helped me show them how our daily habits can increase our energy consumption and our monthly electric bills," said Jude DeFrank, Crutchfield's Director of Home Merchandising Development. "It helped them understand how every decision they make has a broader impact."

The PowerCost Monitor™ is essentially your home's electricity "information hub". Consumers are drawn to the product. It's easy to install. No electrician is required, ever. Homeowners have the PowerCost Monitor™ up and running in minutes. It quickly shows what their house is spending on electricity, minute to minute and, keeps a running total.

About Crutchfield Corporation

Crutchfield Corporation, which celebrates its 36<sup>th</sup> anniversary in 2010, is one of the North America's leading catalog and Internet retailers of consumer electronics products. Crutchfield has its headquarters and a retail store in Charlottesville. Since its introduction in 1974, the Crutchfield catalog has been a respected authority on car and home entertainment products, winning many awards for quality, design, and usefulness. The people who staff Crutchfield's call centers are noted for their high integrity, product knowledge, and technical expertise.

#### About Blue Line Innovations

Blue Line Innovations Inc. developed and markets the PowerCost Monitor™, a line of wireless, portable, real-time energy reporting devices for the home. Blue Line Innovations has been active in the business of real time energy feedback for 6 years with over 100,000 PowerCost Monitors™ in the market since 2003. Easy to install, the PowerCost Monitor™, communicates wirelessly to the meter. Independent research has confirmed that homes using the PowerCost Monitor™ can save between 6% and 18% on their monthly electricity bill.  
[www.bluelineinnovations.com](http://www.bluelineinnovations.com)

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