

Fry's Electronics Joins March into Home Energy Monitoring, Selects Electricity Monitor from Blue Line Innovations

Tuesday, January 19, 2010: St. John's, Newfoundland: Home energy monitoring is going main stream! In a move that sends a signal to the market, Fry's Electronics is the latest US retailer to endorse the PowerCost Monitor™ and add it to their product line up.

The California based electronics specialist is rolling out the PowerCost Monitor™ to all its stores, the first system-wide distribution of the PowerCost Monitor™ in the US.

Today, the PowerCost Monitor™ will be available to consumers, just down the street, at their local Fry's Electronics' store and at www.frys.com.

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™ customers typically reduce their electricity consumption by 6 to 18%. That translates into savings of up to \$250 a year.

At the recent CES show, there was tremendous interest in the home energy monitoring space. The category is quickly joining the retail mainstream. Fry's Electronics sees the PowerCost Monitor™ as an integral part of their energy conservation category. Earlier this month, Newegg.com, the second largest on line only retailer also announced it was offering the PowerCost Monitor™ to their customers.

Peter Porteous, CEO of Blue Line Innovations welcomed the addition of Fry's as a preferred regional retail partner. "This is another very positive step for Blue Line. Fry's is a terrific retailer and this is a great fit with their energy conservation focus. There is a lot of chatter about tomorrow technologies but the PowerCost Monitor™ is a proven, today technology that the entire family can embrace to help make a significant difference in the monthly electricity bill. Fry's will really help make the PowerCost Monitor™ more accessible to homeowners in their 34 market areas".

Blue Line makes its proven electricity monitoring technology available to related solutions. Intwine Connect recently announced Blue Line's technology is being integrated in their Personal Energy Network™, a homeowner controlled, Internet based system of energy management devices.

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.

With 17 stores, Fry's Electronics has a significant presence in California, an area where the PowerCost Monitor™ is already popular with on line shoppers looking for a home electricity monitor. Fry's Electronics also has a major presence in Texas and is well represented in Nevada, Washington, Oregon and Arizona.

About Fry's Electronics

Fry's was founded as a Silicon Valley retail electronics store to provide a one stop shopping environment for the Hi-Tech Professional. Fry's continues to keep hi-tech professionals supplied with products representing the latest technological trends and advances in the personal computer marketplace. Fry's retails over 50,000 electronic items within each store, now totaling 34. There are currently 8 stores in Northern California, 9 stores in Southern California, 8 stores in Texas, 2 stores in Arizona, 2 stores in Georgia and 1 store each in Illinois, Indiana, Nevada, Oregon and Washington. The stores range in size from 50,000 to over 180,000 square feet. Fry's also provides customers with added shopping opportunities via its online center at Fry's Outpost.com. Fry's services the hi-tech professional by focusing on our motto of always providing each customer with fast, friendly, courteous service. Fry's has been providing customers with broad product selection from all areas of the electronics industry for nearly two decades. Fry's goal is to continue our focus on the hi-tech professional and to progressively expand in the future.

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.
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