

Green Irene Network of 600 Green Home Consultants to Offer Home Electricity Monitor from Blue Line Innovations

June 2, 2010, St. John's, Newfoundland: Green Irene LLC, a national green consulting firm that sells a range of green home products directly to consumers, has become a preferred retail partner for Blue Line Innovations' Power Cost Monitor™, the device that shows homeowners what their house is spending on electricity, minute to minute.

Research has proven that knowing immediately what your house is spending on electricity via a PowerCost Monitor™ is the key to saving and conservation. Better information leads to behavior change, which reduces usage. PowerCost Monitor™ customers typically reduce their electricity consumption by up to 18%. That translates into savings of up to \$250 a year.

Green Irene has a network of 600 Eco-Consultants across the United States and Puerto Rico that conduct Green Home Makeovers and hold Go Green Workshops to help its clients save money and live more sustainably.

Rosamaria Caballero, Co-Founder of Green Irene commented on the agreement with Blue Line saying: "We were drawn to the PowerCost Monitor™ because it helps homeowners save on electricity usage and quantifies the savings from changes we recommend in the home. It's such a simple idea and simple technology, but we believe it can really help homeowners make a huge impact on electricity usage. Our team loves the PowerCost Monitor™ and is excited to help introduce the product to many US homeowners through our Green Home Makeover program."

"Our Green Irene Eco-Consultant's review of energy use in my home was thorough and extremely professional. He listened to my questions, gave comprehensive and comprehensible answers, and made excellent suggestions to reduce my energy bills," says Green Irene client Pamela Lawrence, Los Angeles, CA.

Peter Porteous, CEO of Blue Line Innovations also commented. "Green Irene is an excellent go to market partner for us. The Green Irene team will not only be reaching many homes on a local level, but they will be providing live in home demonstrations of the PowerCost Monitor™ and coaching families on how to use this information to better understand and adjust their electricity consumption."

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

a running total and based on recent usage provides an estimate on the next 30 day total. You can make informed adjustments and measure the impact – real time.

About Green Irene:

Founded in 2007 by the original "Green Irene," Rosamaria Caballero, Green Irene helps people save energy, water, and money. Founded on the notion that everyone can make a difference with simple changes in lifestyle and habits, Green Irene Eco-Consultants perform Green Home Makeovers and Green Business Makeovers and provide advice and products to make your living or working area more eco-friendly. The only green consulting firm with a national reach, Green Irene has over 600 active Eco-Consultants in 47 states. The goal for Green Irene Eco-Consultants is to lead your family members and coworkers to a healthier, safer and more sustainable lifestyle, and save you money, energy, and water with its consulting services and green home and business products. Green Irene is an accredited member of the Better Business Bureau.
www.GreenIrene.com.

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 7 years with over 130,000 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 up to 18% on their monthly electricity bill.

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