

Blue Line Electricity Data Monitoring Technology Featured in Personal Energy Network from Intwine Connect

December 22, 2009: St. John's Newfoundland and Labrador: Blue Line Innovations, makers of the PowerCost Monitor™, the device that shows homeowners in real time what their house is spending on electricity, has announced that their electricity monitoring technology will be integrated into a new home energy management network developed by Intwine Connect.
(www.intwineconnect.com)

The MyIntwine™ Personal Energy Network™ is a home energy monitoring and control system that operates from any Internet connected device including home computers and smart phones.

The Intwine agreement is Blue Line's response to enabling manufacturers of related products to incorporate the value of all-home access to energy data as captured by Blue Line's PowerCost Monitor technology.

The Intwine Network is fed real time electricity data from Blue Line Innovations' proven and consumer friendly optical sensor, which is integrated with the home's digital thermostat and displays that data for the homeowner on a computer, smart phone or any other Internet connected device. In turn, the homeowner can make decisions on the fly, adjusting the thermostat or other appliances in the house, from anywhere, via the Internet. The result: instant "smart" home energy management in real time.

"Our year's of experience has demonstrated that real time information alone can drive down electricity consumption by as much as 18% - the upside is significantly greater by integrating this real time information with direct and remote control by the homeowner." This does mark a strategy evolution for Blue Line Innovations – we will continue to lead the way with our consumer friendly PowerCost Monitor™ but as with Intwine Connect we will leverage our technology and help enable others with more robust consumer solutions by providing universal access to the raw real time electricity data", said Peter Porteous, CEO of Blue Line Innovations.

Dave Martin, CEO and president of Intwine Connect commented, "the Intwine team chose Blue Line due to the universality of their sensor technology, their existing presence in the utility and retail markets, and their openness to work as a team in integrating their technology into our network."

The MyIntwine Personal Energy Network will add several other connected devices to the network in the near 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. www.bluelineinnovations.com

Shaun Markey
shaunmarkey@rogers.com
613-728-9951