

## Blue Line Innovations' Home Electricity Monitor Offered by Newegg.com

January 11, 2010, St. John's, Newfoundland: Blue Line Innovations announced today that Newegg.com, second largest on line only retailer in the USA, is now offering Blue Line's proven and popular PowerCost Monitor™.

The PowerCost Monitor™ is a wireless energy monitor for your home. It can tell you at a glance how much electricity your home is using from moment-to-moment and in total.

By seeing for the first time in real time how and where they are using electricity, homeowners are more aware, adjust behavior and use less electricity - from 6 to 18 percent less every month. Research studies have shown that homeowners can save as much as \$250 annually. Newegg.com is offering the PowerCost Monitor™ at a price of \$109.99 plus \$1.99 for Standard Shipping.

Peter Porteous, CEO of Blue Line Innovations welcomed the relationship with Newegg.com. "Our monitor gives homeowners powerful data on their electricity consumption that they in turn can use to conserve and save. The fact that the PowerCost Monitor™ is proven, consumer friendly and doesn't require an electrician for installation were key points for NewEgg and their customers. I think this is another indication that real time energy information has matured as a category and is a today electricity bill savings technology for all homeowners. We are at the forefront of this retail category and excited about our association with Newegg.com".

Newegg.com Inc. is the second-largest online-only retailer in the United States. Founded in 2001, Newegg has more than 12 million registered users and regularly earns industry-leading customer service ratings. The award-winning website, [www.newegg.com](http://www.newegg.com), offers customers a comprehensive selection of the latest high-tech products, detailed product descriptions and images, as well as how-to information and customer reviews. Newegg.com Inc. is a wholly-owned subsidiary of Newegg Inc. and is headquartered in City of Industry, California.

### **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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