

Newfoundland company Blue Line Innovations heading for the goal line with new deal **LATEST NEWS**

The Telegram

Blue Line Innovations announced today in St. John's that The Source is the latest major retailer to add the PowerCost Monitor™ — a money saving home electricity monitor — to its product line up.

The Source has a chain of over 750 electronics specialty stores in Canada. According to a news release, Blue Line says the PowerCost Monitor™ continues to be the leader in real time electricity monitoring in Canada and North America.

The monitor will be available in The Source stores in the Maritimes and Ontario effective today, with the rest of the country phasing in between now and October. The Source.ca has the PowerCost Monitor™ for sale today at \$119.99.

"The Source is a perfect fit for us" said Blue Line Innovations CEO, Peter Porteous. "They are committed to building an energy management category and establishing themselves as the retail destination for home energy products in Canada. We appreciate the support and endorsement of utility partners such as Hydro One and Sask Power and now look to make our proven energy management product available to all Canadians through the support of The Source and their locations across the country.

"The PowerCost Monitor™ has been available online and through various utility partners but now for the first time Canadians can just go to their local The Source store to purchase the product." Research has shown that knowing immediately what you are spending on electricity via a PowerCost Monitor™ is the key to saving and conservation. PowerCost Monitor customers typically reduce their electricity consumption by six to 18 per cent and that translates into savings of up to \$250 a year.

The PowerCost Monitor™ is the home's electricity "information hub". Consumers are drawn to the product as they are seeing for the first time what they are spending moment to moment, what each appliance costs and the reductions available by making small adjustments in the home. A handy estimating feature measures the trends in recent usage and estimates a 30 day total — a terrific scorecard. The PowerCost Monitor™ also provides outside air temperature. It's easy to use and install with no electricians required. Homeowners have the PowerCost Monitor™ up and running in minutes.