

## **Canadian Electronics Retailer Sees Home Energy Monitoring Going Mainstream, Selects Electricity Monitor from Blue Line Innovations**

March 4, 2010, St. John's, Newfoundland: Blue Line Innovations makers of the Power Cost Monitor™ announced today that The Source, a chain of over 750 electronics specialty stores in Canada, is the latest major retailer to add the handy, money saving home electricity monitor to its product line up.

Home energy monitoring is quickly joining the retail mainstream and The Source is a preferred retail partner for the PowerCost Monitor™ in Canada. The PowerCost Monitor™ continues to be the leader in real time electricity monitoring in Canada and North America.

The PowerCost Monitor™ will be available in The Source stores in the Maritimes and Ontario effective March 4<sup>th</sup>, 2010 with the rest of the country phasing in between now and October. TheSource.ca has the PowerCost Monitor for sale today at \$119.99.

"The Power Cost Monitor™ from Blue Line Innovations is the start of a new line of energy management products that we're adding to our stores to capitalize on consumer demand for more products that help them reduce their home electricity usage. Our expanded merchandising plan will include a range of products that consumers can use to help reduce their overall energy consumption and also help the environment. We're pleased to partner with Blue Line Innovations as the industry leader in the category and proud that it's a Canadian idea and company", said Bruce Dinan EVP, Merchandising, Marketing and Supply Chain for The Source.

"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 on line 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 6 to 18% and that translates into savings of up to \$250 a year.

The PowerCost Monitor™ is essentially 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.

#### About The Source

The Source is a leading Canadian consumer electronics retailer with more than 750 stores across the country, all of them offering a wide range of brand name communications, computing, television and audio products. More than 70% of Canadians live within five kilometers of stores operated or licensed by The Source, and more than 80 million technology-savvy consumers shop at The Source each year. Please visit [www.thesource.ca](http://www.thesource.ca) for more.

#### 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)