

Blue Line Innovations Adds Proven Retail Executive to Management Team

April 22, 2010, As home energy monitoring continues to move to the mainstream of consumer electronics products, Blue Line Innovations made a key human resources move today appointing proven retail executive Craig Stewart to its management team. The appointment is effective immediately and Mr. Stewart takes on full responsibilities as Vice President of Sales.

Mr. Stewart brings to Blue Line a strong track record of growing sales within multiple channels and strong leadership skills.

He began his career with BF Goodrich in the accounting group before transitioning into sales. He has over 18 years of experience building consumer goods' channels with Barrett Marketing Group and Dixie Sales Company where he held a senior leadership team role as National Sales Manager. Launching new products and developing sales channels in Canada and the United States has been a hallmark of his career.

"I'm delighted to have Craig join the Blue Line team. Craig has been a key "go to" Senior Manager in prior organizations and he will bring experience and value to the PowerCost Monitor™ as we expand our presence, product range and support", said Peter Porteous, CEO of Blue Line Innovations.

Commenting on his new opportunity, Mr. Stewart said: "The Powercost Monitor is the right product at the right time. Retailers recognize the need for an energy saving category like the PowerCost Monitor to drive this category. It will have a direct impact on bringing awareness and sales to customers that want to reduce electrical bills and have a positive impact on the environment."

In the past six to nine months the energy management and conservation category is generating significant interest and is poised for a breakout. Blue Line Innovations' PowerCost Monitor™ is rapidly gaining market traction as a category leader.

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

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