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PowerCost Monitor™ from Blue Line Innovations a key component in Alberta energy research project

St. John's, NL, June 11, 2010 - A large-scale research project in Alberta targeting consumer electricity consumption dynamics will feature Blue Line Innovations' popular PowerCost Monitor™ as a central feature.

The PowerCost Monitor™ is a key component of an 18-month research project operated by Alberta Innovates – Technology Futures (AITF), gathering research data from 300 Alberta homeowners who will be using the PowerCost Monitor to view their electricity consumption on an ongoing basis. The project is funded by the Government of Alberta. The departments of Environment and Energy are the project sponsors, with ENMAX and EPCOR providing assistance through in-kind contributions.

The PowerCost Monitor™ shows homeowners what their house is spending on electricity in near real time, minute to minute and also provides tools to measure the cost of certain appliances or actions and the impact of changing behavior in the home. There is an estimating feature too, which based on recent in home trends, predicts the next 30 day usage and cost.

Prior research studies by Canadian utilities have shown that homeowners can experience meaningful savings on their electricity bill when consumption data is displayed in real time in the home. The Alberta project is currently underway and schedule to be completed in August of 2011. The PowerCost Monitor™ works with 90% of all homes in North America. There are currently over 130,000 units in homes today.

“The Province is interested in understanding the electricity consumption behaviour of consumers when they are provided with real-time electricity consumption monitors”, said Quinn Goretzky of Alberta Innovates - Technology Futures. “The results of this study will help guide future electrical metering and energy conservation initiatives of both government and industry. In that respect, our Alberta utility partners are committed to helping their customers reduce energy consumption.

Peter Porteous, CEO of Blue Line Innovations says he's delighted to be working with AITF on this research project. “We have been active in real time energy monitoring since 2004 but see research opportunities like this as an opportunity to gain new and valuable insights into energy conservation habits of Canadians and to better understand how to refine current and future products,” Porteous explains. “We're all rowing in the same direction on this one, looking for ways to help every Canadian family reduce their monthly electricity bill and to make their own positive impact on the environment.”

The PowerCost Monitor™ has two components: a sensor that the homeowner simply attaches to the exterior of electricity hydro meter and a portable wireless display that can

be placed inside the home and which automatically shows the homeowner the real time consumption of electricity in dollars and cents. It also shows cumulative usage, measures costs associated with specific appliances or changes and based on recent usage estimates totals for the next 30 days.

The PowerCost Monitor™ is designed to encourage full family engagement which means getting the kids involved. The data is presented simply and effectively so that any member of the family will understand the cost of specific appliances or actions and can get regular feedback on how they are doing, how much they are reducing their energy usage and costs.

Blueline Innovations' product contains unique, patented optical sensing technology developed in Canada. The PowerCost Monitor™ sensor uses an optical reader to measure the rotation of the disk on the analogue (spinning disk) meter or the watt output pulse on the newer digital/smart electricity meters found on the exterior wall of most homes. The Blue Line sensor then transmits wirelessly via 433 MHz to a portable in home monitor. The range of the PowerCost Monitor is 100 feet line of sight which is reduced by eight to 15 feet per barrier. The 100 feet of range allows for mobility throughout most homes in Canada.

Alberta Innovates - Technology Futures helps technical industries find solutions, develop products and move technologies to market. It's building on Alberta's already established advantage in platform technologies - like nanotechnology, information communications technologies, and genomics - to enhance the technical capacity within Alberta's high-tech companies. It's facilitating access to the strengths of our key partners that help support commercialization and grow new ventures. It's investing in and attracting research and entrepreneurial talent who can support these priorities.

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 130,000 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 up to 18% on their monthly electricity bill. The PowerCost Monitor™ is now available at The Source and other authorized retailers throughout Canada. For more information and the retailer in your area see, www.bluelineinnovations.com