

For immediate release

Electricity Monitor That Helps Homeowners Conserve Featured at Kent Building Supplies, Halifax and Dartmouth

October 16, 2009: A home electricity monitor that shows home owners what their house is spending on electricity will be the focus of a special upcoming promotion at the Halifax, Dartmouth locations of Kent Building Supplies. The promotion is scheduled for October 23rd and 24th at Kent Building Supplies, 35 Mic Mac Boulevard in Dartmouth, Nova Scotia and October 30th and 31st at Kent Building Supplies 225 Chain Lake Drive, Halifax Business Park.

The PowerCost Monitor™ is a Canadian product developed in the Maritimes. Home owners can save from 6 to 18 percent on their electricity bills as a result of using the PowerCost Monitor™.

Kent Building Supplies will be featuring The PowerCost Monitor™ model (BLI 28000) on the weekend of October 23rd at a price of \$119 plus applicable taxes. Blue Line staff members will be on site including CEO Peter Porteous with a live working interactive display allowing customers to see how the product works and to talk directly with the manufacturer.

Originally brought to market in 2006, there are in excess of 100,000 PowerCost Monitors in North American homes.

The PowerCost Monitor™ (BLI 28000) gives homeowners an estimate of 30 day energy consumption for their house in dollars and cents or in kilowatts based on current consumption. Homeowners instantly see the money they'll save and the impact of their actions on energy consumption.

The Monitor makes it easier for homeowners to determine what each appliance in their home costs to operate and the impact of how and when they use that appliance

Peter Porteous, CEO of Blue Line Innovations commented: "We think Kent customers will be interested in our product especially when they discover the cost savings it can enable. We are looking forward to a successful promotion and to working with Kent Building Supplies on an ongoing basis."

How the PowerCost Monitor™ Works

Emphasis on conservation is prompting growing interest in real time energy feedback devices. Blue Line's PowerCost Monitor™ is a stand alone product that provides the homeowner with *immediate* feedback on their electrical consumption as that consumption occurs.

The PowerCost Monitor™ is comprised of two units. One unit, a sensor, attaches easily to the electricity meter simply by tightening one screw. The sensor accommodates approximately 90% of all meter types – old and new.

Once turned on, the sensor automatically collects data from the meter. It then sends that data to a small LCD monitor inside the home. There are no wires associated with either the sensor or the display unit and the data passes from the sensor to the display unit wirelessly.

The display unit shows the homeowner how much money is being spent on Electricity from minute to minute and keeps a running total in dollars and cents.

The PowerCost Monitor™ also provides a 30 day go forward estimate both in dollars and kilowatt hours based on the current consumption at that moment and has an appliance feature to allow the family member to understand the cost associated with specific appliances or behavior changes.

Awards

In 2007, the PowerCost Monitor was awarded "Outstanding Energy Efficient Technology Deployment of the Year" by the US based Association for Energy Service Professionals (AESP). The Monitor was also a finalist in the Stars for Energy Efficiency – a program of The Alliance to Save Energy.

About Blue Line Innovations

Blue Line Innovations Inc. developed and markets the PowerCost Monitor™, a wireless, portable, real-time energy reporting device for the home. Easy to install, the PowerCost Monitor™, features a sensor that attaches passively to the electricity meter and a wireless LCD display. Independent research has confirmed that homes using the PowerCost Monitor™ can save between 6% and 18% on their monthly electricity bill. Note: the PowerCost Monitor™ is compatible with most but not all electricity meters – for a more detailed review or to find an authorized retailer, visit www.bluelineinnovations.com.

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