

## **NEWS RELEASE**

For Immediate Release

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# **Declare 2008 as the Year to Take Action Against Energy Waste**

*EnWise launches campaign to help Ontarians reduce  
home energy consumption by 50%*

**Toronto, ON** – Ontarians are being urged to become energy waste warriors, with EnWise Power Solutions' new campaign launch declaring 2008 as the year to take action against energy waste.

"A culture of conversation is paramount today, however, while there has been a great push for environmental education, much of the actual legwork to improve our daily ecological footprint has been shouldered onto the consumer, leaving many to fend for themselves," explains Peter Hwang, chief executive officer of EnWise. "But all that changes today with our launch of EnWise Power Solutions. Our new full service program opens up opportunities for consumers to take real action."

Offering a one-stop-shop solution, EnWise can help homeowners reduce their energy consumption at home by up to 50%, while also benefiting from almost \$10,000 in federal and provincial government rebates.

EnWise offers a smarter way to save with an easy, four-step process:

- Homeowners can call 1-888-8-BEWISE or visit [www.enwisepower.com](http://www.enwisepower.com) to book a comprehensive 2-hour educational home energy audit that covers every part of the house including the furnace, appliances, windows and doors, lighting, insulation, ventilation, and even general construction issues
- An Energy Auditor (EA) then produces a customized ecoENERGY report and recommends the most energy efficient, best-in-class suite of brand name products and services
- With an action plan that's tailored to the homeowner's needs, EnWise then offers its own licensed, reliable installers to implement the audit's recommendations
- EnWise also offers the most affordable, end-to-end financing options so the homeowner can achieve his or her energy conservation goals sooner

The end result means the homeowner enjoys lower energy bills with concrete dollar savings, a better quality home, a higher home resale value, improved comfort, and a more environmentally friendly lifestyle that reduces greenhouse gas emissions.

With EnWise, the other great bonus is that homeowners only need to deal with one company from start to finish when it comes to all of the applicable government rebates and incentives.

“Energy conservation is a fundamental and cost effective way for individuals to play a part in solving the climate crisis,” explains Hwang. “It’s a smarter, greener way to save money and save the environment. In their own personal way, we hope that every Ontarian will declare 2008 as the year to take action against energy waste.”

The commercial sector in Canada has been privy to these kinds of energy-efficient installation services for some time now, and EnWise is the first provider in Ontario bringing these complete one-stop-shop offerings to the consumer market. EnWise shows homeowners *how* they can be eco-friendly, not just *why* they should be.

“Our approach is uniquely holistic and our goal is to offer consumers easy and affordable ways to conserve home energy,” says Phil Winters, chief sustainability officer of EnWise. “Our simple customized solutions offer clear and concise strategies for the time-strapped homeowner, empowering them to realize their energy conservation goals faster.”

EnWise’s services cover every aspect of the home including heating and cooling, indoor air quality, weatherization and insulation, roofing, and solar, wind and geothermal solutions. They also feature tankless water heaters, duct cleaning services, and offer leading energy-efficient appliances, windows and doors.

**About EnWise Power Solutions**

Privately owned EnWise Power Solutions was created to meet the need for greater energy management efforts. EnWise is a triple bottom line company that combines profitability with sustainability and social responsibility. It is committed to fostering a culture of energy conservation by providing straightforward solutions – with a one-stop-shop approach – for homeowners to protect the environment, lower home energy bills and therefore save money, collect government administered energy saving rebates and improve the value, comfort and re-sale value of their home – all at the same time. The company is funded by 50 private investors, employs 90 people, and is headquartered in Toronto, Ontario. The EnWise Home Energy Audit is available to homeowners in the GTA and parts of Southern Ontario. For further information on EnWise Power Solutions, please visit: [www.enwisepower.com](http://www.enwisepower.com).

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