



ENWISE HOLDINGS INC. ANNOUNCES PAUL MASSARA JOINS BOARD OF DIRECTORS

July 25, 2008 - Toronto - Following the tremendous momentum and growth, Peter Hwang, CEO and President of EnWise Holdings is pleased to announce the appointment of Paul Massara to the board of directors.

“We are very excited about adding Paul to the EnWise board. We look forward to drawing on his excellent reputation and vast experience in all aspects of the home services and energy sectors, which will be beneficial to EnWise’s ongoing strategic growth into new geographical and commercial expansion opportunities;” states Hwang. To date, EnWise has established a strong brand in the ‘whole-home’ services business by providing affordable energy saving solutions for homeowners that are also beneficial to the environment. Massara confirms; “The EnWise business model is the future of energy management and makes conservation attainable for the average consumer. Together, we look forward to reinforcing the strong link between both environmental and business communities to foster sustainable economic growth.”

Mr. Massara has extensive commercial experience having held senior executive roles for Centrica Plc for the last ten years. His last role with the company was as President of Canadian Operations for Direct Energy where he was responsible for the strategy and profit and loss for a business with a turnover in excess of \$2.7 billion, growing it from \$1.0 billion just three years earlier. He was also responsible for home services, sales and customer experience on a North American basis. He has extensive experience in deregulation, corporate finance, marketing, sales, customer experience, risk management and trading as it relates to the energy and service sectors both in Europe and North America. He has a Masters in Corporate Finance from London Business School and was voted one of the Top 40 Under 40 Canadian leaders in 2005. Mr. Massara is a Board member of the Toronto Board of Trade and also several charitable organizations.

About EnWise Holdings Inc.

EnWise was founded in 2006 with a commitment to building a culture of energy conservation by providing straightforward ways for homeowners to protect the environment, lower home energy bills and save money. EnWise currently serves the Greater Toronto Area and southern Ontario residential housing markets and has plans to support all of Ontario and other major metropolitan areas of Canada. EnWise operates through its three wholly-owned subsidiaries – EnWise Power Solutions Inc., EnWise Capital Corporation and EnWise Building Science Inc.

EnWise services its customers by providing an affordable one-stop-shop for solutions that improve the comfort and energy efficiency of their home beginning with a comprehensive energy evaluation, followed by licensed installations and affordable financing for all recommended products and services. EnWise will also facilitate access to up to \$10,000 in available government grants and rebates incentives

EnWise currently has 90 employees and is headquartered in Toronto, Ontario. For more information please visit www.enwisepower.com.

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