



**EnWise Power Solutions and Bullfrog Power
make it easier to “go green” at home**

Companies mark Energy Conservation Week by partnering
to encourage energy efficiency and support green power

Toronto, May 26, 2008 – To mark Energy Conservation Week in Ontario, Bullfrog Power™ and EnWise Power Solutions™ today announced a partnership that will make it easier for homeowners to reduce their home energy use and support renewable power. Under the partnership, new and existing residential Bullfrog Power customers in the GTA and select parts of Southern Ontario will receive \$150 toward the purchase of energy efficient products and services sold and installed by EnWise Power Solutions (www.bullfrogpower.com/enwise). EnWise customers will receive \$25 off their first Bullfrog Power bill when they bullfrogpower their homes with green electricity (www.enwisepower.com/bullfrog).

EnWise is an affordable one-stop shop providing solutions that improve the comfort and energy efficiency of the home to help homeowners save money on energy bills and reduce their environmental impact. EnWise conducts home energy assessments, sells and installs a wide range of energy-efficiency products, offers affordable financing options, and facilitates access to the \$10,000 available in government grants and rebates through EnWise Building Science.

Bullfrog Power is a leading provider of 100 per cent green electricity. Bullfrog provides Ontario homes with an easy way to go green and help create a cleaner, healthier environment for future generations. All of Bullfrog’s power comes from clean, renewable, EcoLogo[®]-certified sources like wind power and low-impact water power that displace polluting and carbon-intensive sources like coal. Thousands of Ontario homeowners and hundreds of businesses have made the decision to become bullfrogpowered and support the generation of clean, renewable power.

“Conservation and renewable energy are both essential to Ontario’s Integrated Power System Plan, now being reviewed by the Ontario Energy Board,” said Peter Love, Ontario’s Chief Energy Conservation Officer. “I commend Bullfrog and EnWise for teaming up during Ontario’s first Energy Conservation Week to support energy efficiency and the use of renewable power by homeowners.”

“This partnership makes it easier for homeowners to make the decision to improve the energy efficiency of their homes *and* support clean renewable power,” said Peter Hwang, CEO, EnWise Power Solutions. “Most homeowners want to do something to reduce their environmental footprint. Bullfrog and EnWise are making it easier to take tangible, lasting and meaningful action.”

– more –

bullfrogpower.com

Bullfrog Power Inc. 119 Spadina Avenue Suite 1000 Toronto ON M5V 2L1 Canada tel 416.360.3464 fax 416.360.8385



EnWise and Bullfrog make it easier to “go green” at home... Page 2 of 3

“Bullfrog Power residential customers repeatedly ask us for tips about how to use less electricity in their homes,” said Tom Heintzman, President, Bullfrog Power. “We are happy to partner with EnWise to offer practical actions customers can take to further conserve energy. Reducing the average home electricity bill through improvements in energy efficiency will help people afford the additional cost of purchasing green power. It’s a win for conservation, a win for the consumer and a win for the environment.”

To mark Energy Conservation Week (May 25–31), EnWise Power Solutions and Bullfrog Power will distribute energy efficient lightbulbs at Union Station during morning rush hour on Monday, May 26.

About Bullfrog Power

Bullfrog Power is a leading provider of 100 per cent green electricity. Founded in 2005, Bullfrog provides homes and businesses in Alberta and Ontario with an easy way to go green and help create a cleaner, healthier environment for future generations. All of Bullfrog’s power comes from clean, renewable sources like wind power and low-impact water power that displace polluting and carbon-intensive sources like coal. Bullfrog sources power exclusively from generators that have received Environment Canada’s Environmental Choice^M Program EcoLogo^M certification. Thousands of Canadian homeowners and hundreds of businesses have made the decision to become “bullfrogpowered” and support the generation of clean, renewable power.
www.bullfrogpower.com

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. Committed to fostering a culture of energy conservation, EnWise provides straightforward solutions using a one-stop-shop approach to help homeowners do their part for the environment. As a result, Ontarians enjoy lower home energy bills, improved value, comfort and re-sale value of their home, and get access to government administered grants and rebates — all at the same time. The company is funded by over 50 private investors, employs 75 people, and is headquartered in Toronto, Ontario. The EnWise Home Energy Assessment is available to homeowners in the GTA and parts of Southern Ontario.
www.enwisepower.com

- more -

[Type text]



EnWise and Bullfrog make it easier to “go green” at home... Page 3 of 3

About Energy Conservation Week

Energy Conservation Week is a province-wide initiative that is being co-ordinated by the Ontario Power Authority, in co-operation with many partners, including the Ministry of Energy, the Independent Electricity System Operator and the Electricity Distributors Association. It combines awareness-building, the dissemination of practical information about energy conservation, and encourages the implementation of specific measures that will help Ontario better manage its summer peak and build towards a “culture of conservation.”

For more information, visit the Energy Conservation Week website, www.energyconservationweek.ca, a dynamic resource that features tips on how to conserve energy, an energy conservation forum, an events calendar and more.

Contact Bullfrog Power

Lauren Mostowyk
Media Relations Specialist
Bullfrog Power
Tel: 416.360.3464 x221
Mobile: 416.417.6352
Email: lauren.mostowyk@bullfrogpower.com

Contact EnWise

Lindsay Boyd
Marketing Communications Manager
EnWise Holdings Inc.
Tel: 416.444.9700 x349
Mobile: 647.281.3271
Email: lboyd@enwisepower.com

[Type text]