



Bullfrog Power™ sets new standards in green power reporting

Bullfrog Power releases Green Power Audit Results and Emissions Calculator to deliver high-integrity reporting to customers

Toronto, July 17, 2006 - Bullfrog Power, Ontario's first 100% green electricity retailer, today announced the release of its 2005 Green Power Audit results. The audit conducted by Deloitte assessed management policies and Bullfrog's power sources. The results confirm that Bullfrog injects as much green power into the Ontario grid as it sells and that it sources its power from clean EcoLogo^M-certified wind and environmentally low-impact water power facilities locally based in Ontario. Bullfrog Power is the first electricity retailer in Ontario to publish a green power audit, setting a new standard for reporting.

The company also announced that it has published its 2006 Emissions Calculation Methodology for determining the amounts of greenhouse gas and smog-inducing emissions offset by Bullfrog's green power generators. CO₂ is a major greenhouse gas contributing to global warming, while NO and SO₂ are major causes of smog. Bullfrog Power's Emissions Calculator and associated methodology (available at www.bullfrogpower.com/clean/clean.cfm) allow customers to identify how much CO₂, NO and SO₂ is displaced by Bullfrog's producers on their behalf.

"We know that Ontarians expect transparency and want information they can trust," said Tom Heintzman, president, Bullfrog Power. "We believe it's important to demonstrate high standards for quality and integrity in the emerging green power market. By making our audit results public, and emissions calculations transparent, we're providing our customers with the information and tools they need to make more informed choices in their green power purchasing. We also encourage feedback on our calculation methodology, so we can continuously monitor and improve it each year."

"Organizations need trusted and transparent standards for measuring their environmental impact," said Mike Russill, President and CEO of WWF-Canada. "By undertaking the Green Power Audit, and releasing its formula for calculating emissions reductions to customers, Bullfrog Power is promoting and enabling high-integrity reporting on the role of renewables within an organization's environmental program."

Bullfrog Power's Green Power Audit for residential customers is available online at www.bullfrogpower.com/about/audit_residential.pdf. Bullfrog Power's Green Power Audit for commercial customers is available on request to all bullfrogpowered™ organizations.

– more –

www.bullfrogpower.com



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About Bullfrog Power

Bullfrog Power™ is a 100% green electricity retailer in Ontario that sources electricity exclusively from wind and low-impact water power producers who meet or exceed the federal government's EcoLogo^M standard for renewable energy. Bullfrogpowered™ customers' electricity dollars support clean, renewable electricity from producers who are displacing polluting and CO₂-emitting electricity on the Ontario grid. Bullfrog Power has pledged 10% of company profits to organizations that promote sustainability. Visit Bullfrog Power on the web at www.bullfrogpower.com.

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