



Bullfrog Power™ Announces the 2006 bullfrogpowered™ Green Index

Green Index highlights organizations that have chosen to support renewable power

Toronto, April 21, 2006 – Bullfrog Power, Ontario’s first 100% green electricity retailer, today announced the “2006 bullfrogpowered Green Index” of green power buyers in Ontario. The index recognizes organizations that are helping to create a healthier environment for our children, our communities and future generations by choosing clean, renewable power from Bullfrog Power. Bullfrog Power sources power exclusively from pollution-free wind and low-impact hydro generators who meet or exceed the federal government’s Environmental Choice^M Program EcoLogo^M standard for renewable energy.

“The first annual bullfrogpowered Green Index acknowledges the significant role bullfrogpowered organizations are taking in helping to improve the environment in Ontario,” said Tom Heintzman, President, Bullfrog Power. “By choosing to support green power in our province, these organizations are reducing their carbon footprint, and taking a leadership role in combating pollution associated with Ontario’s ‘business-as-usual’ electricity production. Wal-Mart, for example, will reduce its greenhouse gas emissions by approximately 7000 tonnes this year through its green power purchase from Bullfrog Power.”

The following is the complete 2006 bullfrogpowered Green Index:

Ambassador (10,001 MWh*+)
Wal-Mart Canada (4 Ontario stores)

Steward (1000-9,999 MWh*)
Cadbury Adams Canada (Toronto head office)
RBC Financial Group (9 GTA locations)
Credit Union Central of Ontario

Herald (500-999 MWh*)
Keilhauer (Headquarters)
Upper Canada Forest Products
Kortright Centre for Conservation

Envoy (100-499 MWh*)
Envirotech Office Systems
Town of Caledon (Town Hall)
Warren’s Waterless Printing
Upper Canada College (All residences)
MPH Graphics
WWF-Canada
CTI Working Environments
Bruce Mau Design

Eco Cleaners
Halsall
Veritas Communications
The Jonah Group
Camp Tanamakoon
Bartlett Lodge
Hidden Bench Winery
Meadowlarke Stables

– more –

www.bullfrogpower.com



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Advocate (1-99 MWh*)

Arbour Environmental
Shope
AutoShare
Beach Solar Laundromat
Brightwater Farm
Brook McIlroy
Butterfield and Robinson
Cameron's Coffee House
Cupid & Psyche
The Delphi Group
Earth Day Canada
Elm Tree Dental
Forest Stewardship Council
Canada
Grassroots Environmental
Products
Green Living Enterprises
Investeco
ISX
Key Gordon Communications

Key Publishers
Kick Off Sports Bar & Café
Lake Ontario Waterkeeper
Merlyn Power
Nadurra Wood
The Otesha Project
Outstanding Promotional
Marketing
Pace Architects
Richard Ivey Foundation
Seize the Moment
Photography
Summerhill Group
TerraChoice
Touchstone Technologies Inc.
Walter & Duncan Gordon
Foundation
Wellington Financial LP
Ofotprint

* annual green power purchase in Megawatt hours

For profiles of many of the 2006 bullfrogpowered Green Index organizations, visit the Bullfrog Power web site at www.bullfrogpower.com.

"Environmental pioneers like Bullfrog Power give companies like Wal-Mart the opportunity and support we need to make environmental strides," said Mario Pillozzi, president and chief executive officer of Wal-Mart Canada. "As a company, our commitment to sustainability includes efforts toward becoming a responsible contributor to a cleaner, healthier environment for Canadians."

"Organizations on the 2006 bullfrogpowered Green Index are making a significant contribution to a better environment. Becoming bullfrogpowered is a tangible way for organizations to take positive action and make a difference year round," said Jed Goldberg, President of Earth Day Canada. "Bullfrog Power's rapid growth and popularity is a great example of what we've always believed: that if you give organizations and individuals the choice to go green, they will take it enthusiastically."



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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. Every bullfrogpoweredTM customer ensures that their electricity dollars support clean, renewable energy producers who are displacing polluting and CO₂-emitting electricity production 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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