



Green Power Pioneer Bullfrog Power™ Celebrates First Year

Year of milestones for rapidly expanding green power provider

Toronto, September 28, 2006 — Bullfrog Power, Ontario's first and only 100-percent-green electricity retailer, is one year old today. Since its September 2005 launch, which introduced a new kind of electricity choice to Ontarians, Bullfrog has been changing Ontario's energy landscape. Bullfrog Power sources power exclusively from wind and low-impact hydro generators that meet or exceed the federal government's EcoLogo[™] standard for renewable electricity. Bullfrog Power provides businesses, non-profits, and consumers with a new way to support renewable power.

Over the past year, Bullfrog Power has expanded rapidly, signing up homeowners from across the province. Bullfrog has grown to cover most of the largest cities in the province, including the GTA, Ottawa, Hamilton, Kitchener, Waterloo and Cambridge, as well as numerous smaller centres and rural areas. Every month, Bullfrog continues to add new regions to its coverage area. Bullfrog Power's commercial offering is available throughout Ontario.

More than 80 businesses and organizations, including Wal-Mart Canada, Cadbury Adams, RBC Financial Group and the Credit Union Central of Ontario, have also made the switch to Bullfrog Power, and new organizations are coming on board at an accelerating rate. Wal-Mart Canada made history in April by making the largest ever commercial purchase of green power in the province. The Town of Caledon, which enjoys the designation of the "Greenest Town in Ontario," became Ontario's first municipality to make the switch when its Town Hall became bullfrogpowered[™]. Additionally, event organizers have looked to Bullfrog Power to offset the electricity usage of numerous high profile conferences and shows including the Cottage Life Shows, the Royal Agricultural Winter Fair, and a recent Tragically Hip concert held at Fort York.

Bullfrog Power is helping to build new renewable generation in Ontario to meet this demand. As a direct result of Bullfrog customer demand, Bullfrog partnered with Sky Generation to erect two new wind turbines at Sky's wind power site on the Bruce Peninsula. More new renewable projects are also in the works to meet the needs of Bullfrog's rapidly growing customer base.

Bullfrog Power's first year also earned it the support of respected environmental groups, including World Wildlife Fund Canada, Earth Day Canada, Toronto and Region Conservation, and the Ontario Clean Air Alliance. In May, the City of Toronto acknowledged Bullfrog Power's efforts with a Green Toronto Award for Market Transformation.

– more –

www.bullfrogpower.com



"We're thrilled that Ontario residents and organizations are embracing the concept of taking responsibility for their environmental impact by supporting clean, renewable power," said Tom Heintzman, president of Bullfrog Power. "The bullfrogpowered community is a strong and growing force that is helping to combat climate change, clean up our air quality, and change the balance of power in Ontario."

"The arrival of Bullfrog Power on the scene is good news for the environment and good news for the next generation," said Theresa Albert, one of the first residential customers to make the switch. "Our family is thrilled to have a practical way to support clean power in Ontario at the household level. Happy birthday, Bullfrog!"

About Bullfrog Power

Bullfrog Power™ is a 100-per-cent-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 per cent of company profits to organizations that promote sustainability. Visit Bullfrog Power on the web at www.bullfrogpower.com.

– 30 –

Contact Us

Paula Switzer
Director, Marketing Communications
Bullfrog Power
Tel: 416.360.3464 x206
Mobile: 416.710.1000
Email : paula.switzer@bullfrogpower.com

Rob McEwan
Senior Consultant
Veritas Communications
Tel: 416.482.2248
Mobile: 416.318.1936
Email : mcewan@veritascanada.com