



NEWS RELEASE

NEWMARKET HYDRO AND RODAN ENERGY LAUNCH DEMAND RESPONSE PROGRAM TO FURTHER ENERGY CONSERVATION AND RELIABILITY IN YORK REGION

York Region, ON, Canada, January 30, 2006 – Newmarket Hydro Ltd. and Rodan Energy and Metering Solutions Inc. have developed a Demand Response Program that offers a financial incentive for commercial and industrial energy consumers to reduce their electricity usage during periods of high electrical demand.

“This is a key component of several actions that Newmarket Hydro is implementing to assist with Demand Reduction and conservation efforts in our community” commented Paul Ferguson, President of Newmarket Hydro. “By implementing a demand response program we will be able to help mitigate the capacity limitations we are nearing especially during the hot summer months and deliver immediate bottom-line benefits to end-use customers while helping to create a more reliable electricity system.”

The initiative is one of several conservation programs that Newmarket Hydro is delivering to its customers. More information on conservation programs is available on the company's website at www.nmhydro.on.ca or by contacting Andrea Noble at 905-953-8548 extension 2338.

“We are elated that Rodan and Newmarket Hydro are able to provide an immediate demand response solution for energy consumers in York Region” stated Paul Grod, President of Rodan Energy. “This demand response program will increase system reliability by reducing demand at critical times and reduce peak electricity consumption addressing climate change, improve energy efficiency and demonstrate that demand response is an effective means to address the energy supply challenge in Ontario.”

This program will be bid into the Ontario Power Authority's 20MW Demand Response Program. Participants will be compensated for providing the demand response capacity, as well as for providing the actual curtailment of electricity demand in response to operational directives. Participants can provide two main demand response project types: Load Interruption Projects and Load Shifting Projects.

To participate in this program, qualifying commercial and industrial customers are encouraged to visit www.rodanenergy.com or contact April Currey of Rodan Energy (see below for details).

About Newmarket Hydro

Newmarket Hydro Ltd. is the local electricity distribution company that provides services to more than 26,000 residential and business customers in the Town of Newmarket. Newmarket Hydro is and a leader in energy conservation and demand management in Ontario.

About Rodan

Rodan Energy and Metering Solutions Inc. is one of the largest metering and energy management solution providers in Ontario. Its metering and energy management specialists provide innovative engineering, technical and energy data management solutions throughout North America.

Media Contacts:

Rodan Energy
April Currey, Communications Coordinator
Phone: (905) 625-9900 ext. 244
Email: april.currey@rodanpower.com

Newmarket Hydro
Paul Ferguson, President
(905) 953-8548 ext. 2240