



PRESS RELEASE:

RODAN ENERGY ENHANCES ELECTRICITY SYSTEM RELIABILITY WITH ITS YORK REGION ELECTRICITY DEMAND RESPONSE PROGRAM

Newmarket, ON, Canada, August 16th, 2006 - Rodan Energy launched its York Region Demand Response program today with the theme "Putting Power Back in Your Community". Under contract with the Ontario Power Authority (OPA) Rodan Energy is engaging large energy consumers to participate in electricity demand response to enhance system reliability in a region that faces serious supply constraints.

"As a result of the rapid growth of the York Region, the electricity supply infrastructure in the area has nearly exceeded its planned capability," remarked John Sanderson, Vice President, Metering and CDM of PowerStream. "For the communities and businesses in the area, action is required to implement local demand response as quickly as possible. Demand response is one of the single best solutions to mitigate such problems."

Rodan Energy, in cooperation with all local electricity distributors in the affected area: Newmarket Hydro, PowerStream, Barrie Hydro and Hydro One, has developed a demand response program targeted at the commercial, industrial, agricultural and institutional sectors which provides an economic benefit to large energy customers that agree to quickly curtail their electricity consumption during periods of system constraint.

"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."

"Demand response is a critical component of any electricity system operation as it enhances efficiency and reduces the need for building new peaking generation and transmission assets," said Larry Herod, Energy Resource Manager, Royal Group Technologies. "Royal congratulates Rodan Energy on their hard work in making this program a reality and is proud to participate in one of the OPA's first demand response programs."

"Rodan's DR program accesses existing distributed energy sources on the load side of the grid without the costs, environmental challenges, delays, and complexities of building new supply-side resources. The OPA has selected Rodan to provide an alternative energy source that can deliver the power needed to preserve the reliability and integrity of the grid," said Paul Grod, CEO of Rodan Energy. "A critical part of our success has been our excellent working relationships with the local distribution companies, municipalities and large energy consumers in the affected area and their commitment to energy reliability in Ontario."

“Rodan’s York Demand Response Program is integral to a cleaner and more sustainable energy future in Ontario,” stated Peter Love, Chief Conservation Officer for the Ontario Power Authority. “Rodan Energy and their participants should be congratulated for delivering reliable and verifiable demand response in an area facing serious electricity constraints.”

By participating in Rodan’s demand response program, energy consumers:

- enhance system reliability and energy efficiency;
- receive a direct financial incentive and other economic benefits;
- reduce the need for new power plants or transmission upgrades; and
- demonstrate demand response is an integral component of Ontario’s supply mix.

Rodan Energy has secured the participation of some of the largest energy consumers in York Region and is actively encouraging the involvement of other electricity consumers.

“Magna is pleased to be a participant in Rodan’s York Demand Response Program and help enhance electricity system reliability in York Region.” stated Zenon Petriw, Magna’s Manager, Recycling & Energy. “Demand response is a key component of Ontario’s supply mix and an effective method to address electricity supply constraints.”

About Rodan

Rodan is a leading provider of metering and energy management solutions for power producers, consumers and distributors throughout North America. Rodan develops and manages demand response initiatives to help energy consumers better meet today’s energy market challenges. For more information about the York Demand Response Program or Rodan’s other demand response solutions visit www.rodanenergy.com.

Media Contacts:

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