



NEWS RELEASE

RODAN'S ENERSHIFT™ DR PROGRAM LAUNCHED PROVINCE WIDE

Energy management solutions company building on successes from 2007

Toronto, ON, Canada, April 9th, 2008 – With what promises to be a hot summer with significant strain on Ontario's electricity system and increased pollution in the air, Rodan Energy signed two contracts this afternoon with the Ontario Power Authority (OPA) to engage all power consumers across the province to reduce electricity use in response to high demands with the EnerShift™ Demand Response (DR) program.

EnerShift™ provides energy consumers in Ontario with an opportunity to be part of the solution in balancing the province's power supply. DR, an electricity load curtailment strategy, has become a significant tool in Ontario's electricity system planning. Used to reduce peak electricity demand, DR provides both economic and environmental benefits to the province as a whole.

Under the Load Aggregation agreement, Rodan will be the OPA's exclusive province-wide provider to control residential thermostats, pool pumps and hot water tanks as part of the peaksaver® program.

With the signing of the DR3 agreement, Rodan will expand its current demand response program into a province-wide offering. In previous years, Rodan has kept the lights on in the York Region by curtailing large commercial, industrial and institutional electricity users during peak electricity times, thereby avoiding brownouts and blackouts.

Last summer saw the integration of DR into the mainstream, with multiple curtailment calls issued in response to reliability concerns. Rodan delivered significant curtailment in York Region with the help of Canada's Wonderland, Magna International, Royal Group Technologies, Teknion Form, Protemp Glass, Ontario Sawdust, Vins Plastics, York Catholic District School Board and many local municipalities.

"Conservation and Demand Management is an integral part of meeting the power demand of the future," said Paul Shervill, Vice President of Conservation and Sector Development. "We look forward to building a successful relationship with Rodan as it expands its DR offering to the entire province."

"The emerging DR market in Ontario demonstrates the importance of customer involvement," commented Paul Grod, President of Rodan Energy. "Our EnerShift DR program has proven its flexibility to our participants while being a reliable resource to utilities. Basically we pay participants not to use power for short periods of time only when the system needs it – it's that simple."

About Rodan

Rodan Energy and Metering Solutions Inc. is a leading metering and energy management solution provider. Combining its expertise in metering, data management and demand response, Rodan is enhancing grid reliability and price responsiveness in Ontario's electricity sector.

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