



NEWS RELEASE – October 18, 2016

Veridian launches outage notification service pilot

Ajax, ON – Veridian Connections (“Veridian”) has launched **my.alerts** – an outage notification service pilot that provides customers with information and updates on outages affecting their service. Registered users can receive outage information and updates through any combination of phone call, SMS/text and email.

“Veridian’s new outage notification service pilot is part of the company’s efforts to improve communications with customers during outages,” said Falguni Shah, Acting Vice President of Operations. “Customers have responded positively and appreciate our existing outage communications channels – an interactive outage map, Twitter feed and 24-hour Outage Hotline – and we think customers will find this new channel useful as well.”

Veridian customers can register for **my.alerts** through the utility’s customer portal, my.veridian, and choose what notification method they would like to receive – phone call, SMS/text and/or email. Customers will receive a notification when there’s an outage affecting two or more addresses, the estimated time of restoration has been updated and power has been restored.

Customers can tailor their phone call notifications to receive them during certain times of the day. However, SMS/text and email notifications will be sent 24/7. Veridian recommends that customers who choose phone call notifications should also register for one of SMS/text or email to ensure they stay informed about late night power outages.

Veridian’s outage management suite was developed by the utility’s Operations Information Systems team using Esri’s ArcGIS Server, Microsoft’s BizTalk Server, Bing Cognitive services and Message Technologies Inc.

Visit veridian.on.ca to learn more about **my.alerts**, emergency preparedness, what causes outages and Veridian’s Power Restoration Plan.

IMPORTANT: Veridian does not charge customers for my.alerts. However, customers selecting SMS/text notifications may be charged a text messaging fee by their cell phone carrier.

Veridian Connections, serving more than 120,000 residential and business customers, is about to become the fifth largest municipally owned electric utility in Ontario after the merger of large utilities west of Toronto is completed. The City of Pickering, the Town of Ajax, the Municipality of Clarington and the City of Belleville jointly own Veridian Corporation, the parent company to Veridian Connections. The utility has a successful history of effective growth through two mergers and five acquisitions, and now serves nine communities east and north of Toronto more efficiently than any other large non-contiguous utility in Ontario. Veridian has a keen focus on reliability, customer communication and helping to lower customers' electricity bills through the delivery of innovative conservation programs and reasonable rates. Veridian not only contributes to local communities through industry leading financial returns, but also helps build stronger communities through the support of youth, health, education, the arts, the environment and many charitable organizations. Industry leading employee programs, public safety and a focus on employee engagement has created an environment that has attracted seven consecutive Canada's Greenest Employer awards and one Top GTA Employer award. Veridian has now diversified into renewable energy, and will be establishing other value added offerings for its customers.

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