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Province-wide saveONenergy campaign launches
New programs will help consumers and businesses manage electricity costs

Ajax, ON – Veridian’s residential and business customers will today begin hearing the message Save ON Energy! as an extensive multimedia awareness campaign is launched to explain how consumers can conserve energy and better manage their electricity costs. The campaign conveys that it is now easier than ever to participate in conservation through new and existing programs.

The four-week campaign, being undertaken by the Ontario Power Authority and local electricity distribution companies (LDCs), features a comprehensive mix of television, radio, outdoor and online components. The campaign builds on several years of successful efforts that have already helped many Ontarians embrace energy efficiency and conservation. Veridian will educate its customers and deliver the province-wide conservation programs by utilizing its website, bill inserts, and appearances at community, retailer and business events.

“Veridian recognizes that conservation is a key piece of the puzzle when it comes to addressing Ontario’s electricity supply mix and protecting the environment,” said Eryn Wishnowski, Veridian’s residential conservation program manager. “In a time of rising energy costs and increasing attention to environmental impacts of energy use, Veridian’s delivery of the province-wide conservation programs will provide customers with the information and tools they need to effectively manage their electricity use.”

As a unifying feature, the campaign introduces Ontarians to a new tagline that captures the essence of these province-wide conservation programs and will become increasingly familiar over the coming months and years: “saveONenergy.” This targeted message will be combined with the “Cleaner Ontario” mark, which will be featured on all conservation messages delivered together with LDCs as a symbol of consistency and unity of conservation among throughout the province.

“Veridian is proud of the leadership and innovation it has shown among the utilities in Ontario in the development and distribution of innovative programs and services to promote energy conservation to our residential and business customers,” commented Michael Angemeer, Veridian’s president and CEO. “The new saveONenergy programs make it easier for our customers to recognize and participate in programs that can help them save energy, manage their electricity costs and contribute to a culture of conservation.”

The campaign supports the Government of Ontario's Long-Term Energy Plan by boosting conservation and empowering consumers and businesses to better manage their electricity use and costs. Since 2005, the province's conservation efforts have saved more than 1,700 MW of electricity, equivalent to taking more than half a million homes off the grid.

Full details about programs and related savings can be found at www.saveonenergy.ca.

About Veridian Connections

Veridian Connections Inc. safely and reliably delivers electricity to more than 115,000 customers in the Cities of Pickering and Belleville, the Towns of Ajax, Port Hope and Gravenhurst, and the communities of Uxbridge, Bowmanville, Newcastle, Orono, Port Perry, Beaverton, Sunderland and Cannington. Veridian Connections Inc. is a wholly owned subsidiary of Veridian Corporation. The City of Pickering, the Town of Ajax, the Municipality of Clarington and the City of Belleville jointly own Veridian Corporation. For more information about Veridian, visit www.veridian.on.ca.

About Ontario Power Authority

The Ontario Power Authority is responsible for ensuring a reliable, sustainable supply of electricity for Ontario. Its key areas of focus are planning the power system for the long term, leading and coordinating conservation initiatives across the province, and ensuring development of needed generation resources. For more information about the OPA, visit www.powerauthority.on.ca.

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For more information, contact:

Eryn Wishnowski
Residential Conservation Program Manager
Veridian Connections Inc.
905-427-9870, extension 2229