

EarthTimes

Bullfrog Power: Maritime Homes and Businesses Now Have a 100 Per Cent Green Electricity Choice

Meghan Ney

November 4, 2009

HALIFAX, NOVA SCOTIA – 11/04/09 – Bullfrog Power(TM), Canada's 100 per cent green electricity provider, announced today that it is now offering homes and businesses in Nova Scotia, New Brunswick and Prince Edward Island a new way to take a stand for a cleaner energy future. With Bullfrog Power, Maritimers can now choose to support clean, renewable electricity rather than electricity from fossil fuel-based or nuclear generation facilities. By choosing green electricity with Bullfrog Power, homes and businesses can reduce their environmental impact, support the development of new renewable generation in Canada, and ultimately create a cleaner world for today and tomorrow.

Bullfrog Power's electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogo(M) program—instead of from polluting sources like coal, oil, natural gas and nuclear. In the Maritime provinces, Bullfrog Power currently sources from wind farms and low-impact hydro facilities in Prince Edward Island and New Brunswick. Bullfrog's Maritime generators inject renewable electricity onto the regional grid to match the amount of power used by Bullfrog Power's customers.

Across Canada, thousands of homes and businesses have made the decision to become bullfrogpowered(TM) and are doing their part to address climate change and air pollution. They are also advancing the development of new renewable power in Canada, as Bullfrog Power uses the collective demand of its customers to cause new renewable facilities to be built. Several new wind turbines have been commissioned in the country as a result of the support of bullfrogpowered Canadians.

"We are pleased to provide Maritime homes and businesses with a clean, renewable electricity choice," said Tom Heintzman, President, Bullfrog Power. "Choosing green electricity with Bullfrog Power sends a powerful message to government about the importance of renewable power, helping to influence energy policy on which the growth of clean energy depends. Through the support of our customers, our goal is to advance new wind power in the Maritimes—just as we have done in other provinces."

Several businesses have already bullfrogpowered some or all of their operations in the Maritimes, including BMO Financial Group, Ivanhoe Cambridge, RBC Royal Bank, Mountain Equipment Co-op, Just Us! Coffee Roasters Co-op, The Wooden

Monkey, Moksha Yoga, Impact Communications, Lara Ryan Consulting, Breathing Space Yoga Studios, Plovers Environmental Store, Aplaydia Indoor Playground, The Trail Shop and CarShareHFX.

BMO Financial Group has made a significant commitment, expanding its partnership with Bullfrog Power to include all its facilities in Nova Scotia, New Brunswick and Prince Edward Island. This commitment builds on its support of clean, renewable energy for BMO locations in Ontario, Alberta and British Columbia where a total of 78 branches have been bullfrogpowered to date.

"Customers expect us to show leadership when it comes to the environment," said Steve Murphy, Senior Vice-President, Atlantic Division, BMO Bank of Montreal. "This means that we must adopt and integrate environmental best practices into everything we do. With this purchase, we are reaffirming our commitment to minimizing the impact of our operations on the environment here in Atlantic Canada and everywhere else we do business."

Maritime households have also begun to sign on with Bullfrog.

"We choose Bullfrog Power because as a family, we believe our actions reflect what we value for us, this includes a healthy environment," said Stefanie Wilson, a Halifax homeowner. "We are excited to be a bullfrogpowered home, and to be doing our part to address climate change and air pollution."

Prominent environmental non-government organizations (ENGOs) and non-profits in the Maritimes, including WWF-Canada,

Ecology Action Centre, Clean Nova Scotia and the Canada Green Building Council Atlantic Chapter have also bullfrogpowered their premises to show their support for advancing renewable energy. In addition, Bullfrog Power partners with these organizations to educate Canadians on the environmental and health benefits of clean, renewable power.

"The Ecology Action Centre welcomes organizations like Bullfrog Power that give individuals a choice to reduce their environmental impact," said Cheryl Ratchford, Ecology Action Centre. "To build a prosperous and sustainable economy in the Maritimes, we need to seize opportunities like these."

Bullfrog Power's Maritimes launch is its second expansion in 2009, following a launch in British Columbia in March. Bullfrog Power is now available in British Columbia, Alberta, Ontario, Nova Scotia, New Brunswick and Prince Edward Island.

The Bullfrog Power Maritime launch event is taking place today, November 4, 2009 at The Wooden Monkey (1707 Grafton Street, Halifax NS). The schedule for launch day is as follows:

- Pre-launch interviews: 2:00 PM-3:30 PM
- Event begins: 4:00 PM
- Formal presentation: 4:45 PM-5:15 PM
- Onsite interviews post-launch: 5:15 PM-6:00 PM

About Bullfrog Power

Bullfrog Power, Canada's 100 per cent green electricity provider, offers homes and businesses a 100 per cent clean, renewable

electricity choice. Bullfrog's electricity comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada under its EcoLogo(M) program instead of from polluting sources like coal, oil, natural gas, and nuclear. Thousands of Canadian homes and businesses are doing their part to address climate change and air pollution by switching to green electricity with Bullfrog Power. Many ENGOs (environmental non-governmental organizations) and non-profits, including The David Suzuki Foundation, WWF-Canada and The Pembina Institute, have also bullfrogpowered their premises to show their support for advancing renewable energy.