

## NEWS RELEASE

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### **TRIACTA POWER LAUNCHES, HELPS BUSINESSES CONTROL RISING POWER COSTS**

#### **Early Trials Demonstrate Significant Savings**

April 13, 2004, Almonte ON—Triacta Power Technologies Inc. ([www.triactapower.com](http://www.triactapower.com)), a company developing electricity monitoring and control tools for small business and light industry, today officially launched the company and released results from its trial with the Ottawa River Power Corporation (ORPC).

Triacta™ has developed a patent-pending, electricity monitor that allows businesses to continuously track power usage on a per-circuit basis, in order to reduce costs. Preliminary results from trial commercial installations demonstrate a savings range between 10 and 30 percent. For many small and medium sized businesses, who spend between \$2000 and \$20,000 a month on power, 10 to 30 percent is a significant savings. Triacta has also alerted some trial customers to mechanical problems before equipment failures have occurred, by sensing changes in power consumption patterns.

For small business and light industry, power is typically one of their top five operational expenses, and yet they have little or no ability to track where that money is going, or how to reduce costs by conserving power.

“We had absolutely no idea where our power dollars were going until we received this information,” said Stephen Brathwaite and Greg Smith of Shoddy Mill Partners, a property management firm. “It was obvious, when we looked at the reports that we could save hundreds of dollars a year by making a few simple changes. Triacta also identified that the furnace fan was about to fail, preventing damage to our building. We’ve already ordered another monitor for a second site.”

“These initial results are very positive,” said Murray Moore, President of ORPC. “As power costs rise, our customers need increased control over their energy use. Triacta’s product is a win for our business customers and for Ottawa River Power.”

By encouraging its customers to install Triacta monitors, ORPC is able to offer a new service and to better understand network-level demand. This information can help to implement demand response and demand side management programs.

#### **About The Market Opportunity**

The once stable electricity business is experiencing unprecedented volatility. Power consumption continues to increase against a backdrop of dramatic power grid failures, market deregulation, limited generation capacity; rising costs of and concerns related to the fossil fuels used to generate electricity, environmental imperatives, and the destabilization and bankruptcy of well-known electric utilities.

In Triacta’s home province of Ontario, the provincial government has put forward a sweeping electricity conservation plan that proposes tangible financial rewards to companies and power distribution companies that conserve power. The proposal includes incentives of over \$220 million to offset the costs of technologies, like Triacta’s, which can help reduce electricity demand. Because small business and light industry represent a disproportionate amount of power consumption (they represent 12% of the customer base but use 35% of the province’s power supply), they will be an important part of the government’s initiatives.

On April 1, 2004, capped electricity rates increased for residential and small business consumers in Ontario. The government estimates that a typical small business will see their monthly power costs rise by 15 to 18 percent.

These trends are apparent and even more dramatic in other jurisdictions. Clearly, Triacta's products meet a real and growing market need.

There are approximately 74 million businesses across North America (500,000 in Ontario alone) that could benefit today from Triacta's power monitoring and control offerings.

### **Triacta Power Technologies**

Formed in 2003, Triacta Power is a privately-held company that develops and sells electricity monitoring and control tools for businesses that typically spend more than \$2,000 on electricity per month. Triacta can help these companies reduce their power bills by 10 to 30 percent. Triacta engages with power distributors and energy consultants to deliver demand response and demand side management solutions to manage peak loads, reduce customer bills and mitigate demand for costly generation facilities. This product is available for pre-launch installations now. For more information please visit [www.triactapower.com](http://www.triactapower.com) or call (613) 256-2868.

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