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MEMO

To: Ed Houghton, Mark Henderson, Eric Fagen

From: Paul Bonwick

Subject: Solar Power Initiative

Date: July 14, 2011

Highly Confidential

Draft

In conjunction with a clear commitment from Collus Power and Powerstream to reduce energy consumption and utilize sustainable green energy practices we have create a strategic alliance for the purpose of implementing a Solar Roof Vent Program.

Utilizing recently patented Canadian technology we have entered into an agreement with International Solar Solutions Inc. a new Ontario based sustainable energy Solutions Company. International Solar Solutions Inc. has developed and patented a Solar Roof Vent that has the capability to reduce energy consumption throughout the day for homes utilizing air conditioning as a result of greatly reducing attic ambient air temperature. The company has also identified benefits for homes not using air conditioning by providing a more comfortable living environment along with increasing the life span of ash fault shingles. It is also important to recognize as a solar initiative the vent is completely powered off grid thereby creating no additional operating costs.

Collus/Powerstream Alliance will jointly launch this campaign in late July or early August 2011 providing a one time opportunity for customers (residents) to sign up for free roof venting. This one time initiative will provide the home owner two free solar roof vents with the home owner agreeing to pay the \$100.00 installation fee. This installation fee includes the installation of two solar vents valued at \$538.00. As part of this agreement Collus/Powerstream will be conducting a Bata test, monitoring conditions for the purpose of determining full impact.

This product carries with it a three year warranty.



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Recognizing the tight time lines in place to take advantage of this summer's temperature conditions and monitoring opportunities the Collus/Powerstream Alliance are committing to providing 1000 units to 500 homeowners in the Collus/Powerstream service territories for this season (delivery expected late August).

The following budget will be supported equally by both LDCs.

- Unit price at \$155.00 X 1000 = \$155,000.00
 - Advertising and promotional budget \$15,000.00
 - \$10,000.00 allocation for Billboards (4 X \$750.00 X three months + 2 backup)
 - \$4,000.00 allocation for marketing (hats, shirts, ads)
 - \$1,000.00 allocation for graphic design
- Total cost \$170,000.00 or \$85,000.00 per LDC

Promotional strategy will include International Solar (they have agreed) to providing sponsorship to Mayor's Golf Tournament (\$10,000.00). High profile event!