

Green tips from all four Ontario provincial party leaders featured in first issue of *Our Green Home*

New eco-oriented publication delivered to 1.82 million Ontario households

(Toronto, Oct.2, 2007) *Our Green Home* is a new quarterly publication developed by the Green Group to ensure Ontario homeowners are properly informed about “green products and services.” Late in September and early October, 1.82 million Ontario households received *Our Green Home* as a value added supplement to their local Metroland newspapers.

The premier issue is an 8-page tabloid, which will expand to 16 pages when it is next published in January 2008.

Our Green Home can be viewed at www.ourgreenhome.ca. The editorial content includes:

Green Tips from Ontario political leaders, Dalton McGuinty, John Tory, Howard Hampton and Frank de Jong

An article by Peter Love, Ontario’s Chief Energy Conservation Officer about “Phantom Load”

An overview of energy efficiency incentives available to Ontarians

Tips on reducing waste around your home

A profile of the new solar energy incentive program Go Solar Ontario

A profile of the EnergyStar for New Homes program

Advertisers in the premier issue include:

Bullfrog Power, Roxul Insulation, Pollard Windows, York Heating and Air Conditioning, the Ontario Liberal Party, Minto Gardens, Firefly Energy, and the Ontario Power Authority.

-30-

For information about the editorial schedule and advertising rates for our *Our Green Home*, contact: Paul Cassel at 647-436-6786 / pcassel@greengrp.com, or Don Huff 416-972-7404 / dhuff@greengrp.com

Green Group is the integration of the environmental and communication expertise of Environmental Communication Options, Petryna Advertising, OraclePoll Research and Up Marketing. The Green Group is a one-stop-shop for comprehensive environmental relations, a dynamic synthesis of government relations, public relations, marketing, research, environmental technical knowledge, and real, practical experience in the environmental, energy and natural resources fields.

Green Group members have designed and delivered winning programs for corporations, NGOs, utilities, and government agencies over the last two decades.

www.greengrp.com