



Ontario municipalities meet the AMO 5000-Tonne Challenge

Municipalities partner with Bullfrog Power™ to reduce CO₂ emissions footprint

Toronto, July 2, 2008 – Bullfrog Power, a leading Canadian provider of 100 per cent green electricity, today announced that Ontario municipalities successfully met the 5,000-Tonne Challenge set out in 2007 by the Association of Municipalities of Ontario (AMO) through its subsidiary company, Local Authority Services (LAS), and Bullfrog Power. Green power purchases made by the Town of Caledon, the Township of Rideau Lakes, The Regional Municipality of York, the Town of Aurora, the City of Mississauga and AMO (for its offices and annual conference) reduced the collective CO₂ footprint of these organizations by more than 5,000 tonnes annually.

Bullfrog Power provides emissions-free electricity sourced from wind and low-impact hydro generators that meet or exceed the federal government's Environmental Choice^M Program EcoLogo^M standard for renewable electricity. As a reward for meeting the 5,000-Tonne Challenge, each municipality will receive a five per cent reduction on the purchase price of green power for the duration of the municipality's contract with Bullfrog Power.

"We are very pleased to contribute to the success of the AMO 5,000-Tonne Challenge," said Bill Fisch, York Region Chairman and CEO. "The Regional Municipality of York is committed to reducing its environmental footprint. Our agreement with Bullfrog Power to purchase green, renewable energy will help protect the environment for future generations."

"Sourcing locally generated green power is good for the province and good for our community," said Michael Touw, Manager of Public Works, Township of Rideau Lakes. "The Township is committed to sustainable practices, and purchasing green power is one way we can do that. We're proud to contribute to the efforts taken by all the municipalities to reduce our collective CO₂ emissions footprint by over 5,000 tonnes."

Bullfrog and AMO/LAS will announce a new emissions reduction challenge at the AMO Annual Conference in August. New municipalities joining the ranks of the bullfrogpowered™ and included in 2008's challenge include the City of Guelph and the City of Cambridge.

"These municipalities are leading by example in their communities," said Tom Heintzman, President, Bullfrog Power. "Including green power in their energy plans is a great way to reduce their emissions footprint while also raising awareness among citizens, businesses and other municipalities about the choice to direct their electricity dollars toward sustainable sources."

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"LAS is pleased to support a company like Bullfrog Power in bringing the issue of green energy to the forefront of municipal decision making," said Gary McNamara, Board Chair, Local Authority Services. "We are excited that these proactive municipalities will realize a five per cent cost savings through taking proactive steps to reduce their environmental footprint using Bullfrog Power."

About Bullfrog Power

Bullfrog Power is a leading provider of 100 per cent green electricity. Founded in 2005, Bullfrog provides homes and businesses in Alberta and Ontario with an easy way to go green and help create a cleaner, healthier environment for future generations. All of Bullfrog's power comes from clean, renewable sources like wind power and low-impact water power that displace polluting and carbon-intensive sources like coal. Bullfrog sources power exclusively from generators that have received Environment Canada's Environmental Choice^M Program EcoLogo^M certification. Thousands of Canadian homeowners and hundreds of businesses have made the decision to become "bullfrogpowered" and support the generation of clean, renewable power. www.bullfrogpower.com

About the Association of Municipalities Ontario (AMO)

AMO is a non-profit organization representing almost all of Ontario's 445 municipal governments. AMO supports strong and effective municipal government in Ontario and promotes the value of municipal government as a vital and essential component of Ontario and Canada's political system.

About Local Authority Services (LAS)

LAS is a wholly owned subsidiary of AMO. Its mandate is to develop and market innovative and beneficial programs and services to the municipal sector, thereby reducing the cost of common expenditures and/or increasing revenues through economies-of-scale.

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