

FOR IMMEDIATE RELEASE:**Ontario's #1 online resource directory for "green" and local products and services is live and offering preferred membership packages**

September 9, 2008

Dear Building Industry Leader,

OntarioGreenSpec.ca is Ontario's premier online resource directory for "green" and local products and services. With so many "green" advertising campaigns, programs, products, and consumer demands, many people are asking where to find products and services that are truly "green". OntarioGreenSpec.ca is delighted to announce that we have done the homework for both the industry and the consumer, and that our online database now includes an ever increasingly comprehensive list of all the companies in Ontario that one might need to know in order to build or buy green. The major categories in the OntarioGreenSpec.ca database represent the subject matter in all the green building programs currently active in Ontario and they include:

- Green Building Programs
- Alternative Transportation
- Awareness & Occupant Behaviour
- Energy & Atmosphere
- Indoor Air Quality
- Materials and Resources
- Water Efficiency
- Financing and Incentives
- Test Tools and Equipment

There's something for everyone, and an opportunity for every player in the green sector to be listed: residential or commercial, existing or new buildings, trades or transportation.

OntarioGreenSpec.ca is impacting the construction market and we are looking to partner with industry leaders to do much more.

KEY FEATURES AND SNEAK PREVIEW

There has never been a more compact, complete, and functional resource directory for green building products and service providers that is focused exclusively on Ontario. Here are some of the key features:

- Categories defined to match the major green building programs active in Ontario;
- Search functionality;
- 3-step organizational structure: drill down to valuable information in only two mouse clicks;

- Click on any listing to go to that company's website or send them an email;
- Filter listing categories to show any or all of (1) Environmentally Preferable Product (EPP) suppliers, (2) local suppliers in Ontario, (3) service providers such as consultants and contractors;
- Reporting: select listings to print to a pdf;
- Featured sponsor locations for preferred members;
- Much, much more.

For a sneak-peak preview, check the (nearly complete) images below...

ontariogreenspec.ca
 Ontario's #1 source for green building products and services

Step 1 Pick Your Category!

- Financing & Incentives (FI)
- Water Efficiency (WE)
- Green Building Programs (GP)
- Alternative Transportation (AT)
- Sustainable Sites (SS)
- Awareness & Occupant Behaviour (AB)
- Energy & Atmosphere (EE)
- Indoor Air Quality (IA)
- Materials And Resources (MR)
- Test Tools And Equipment (TE)

Search for a company or listing.

Step 2 Refine Your Category!

Step 3 Show All Listings!

Every screen has helpful instructions to tell you what you can do, and how to do it

STEP 1: Pick a category, and then STEP 2 automatically slides left
 OR
 Do a search of your own!

searchable

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Step 1 Pick Your Category!

Step 2 Refine Your Category!

Energy & Atmosphere >

- Energy & Atmosphere (227)
 - Insulation (29)
 - Air / Water Heating (18)
 - Radiant In Floor (5)
 - Radiant Convectors (7)
 - Fans (4)
 - CO2 Monitoring (5)
 - On Site Renewable Energy (32)
 - Heat Recovery (21)
 - Lighting (16)
 - Appliances (23)
 - Refrigeration Coolants (30)
 - Sub-Metering (22)
 - Control Systems (15)

Step 3 Show All Listings!

STEP 2: Pick a sub-category, and then STEP 3 automatically slides left

Platinum members' logos

Place Your Logo Here

Place Your Logo Here

Gold members' logos

Here are some examples of how you might use OntarioGreenSpec.ca:

1. STEP 1: Select the “Energy & Atmosphere” category;
STEP 2: Select the “Heat Recovery” category;
STEP 3: Select two different HRV suppliers that are interesting to you, then send them each an email or call them to ask for a quote.
2. STEP 1: Select the “Water Efficiency” category;
STEP 2: Select the “Indoor” category;
STEP 3: Select two suppliers of low-flow toilets that are of interest, and add them to your print list, then go back to STEP 2;
STEP 2: Select the “Outdoor” category;
STEP 3: Select two cistern suppliers and a rain barrel supplier, and add them to your print list. Click on the “PDF” icon to the right, and print your full list (toilets, cisterns, and rain barrel) to a PDF that you can save and print for your own use.
3. STEP 1: Do a search for “bamboo”;
Alt. STEP 3: From the list that appears, select which vendors are of interest (eg: a flooring supplier, a contractor, etc.), and print to PDF, or go back to STEP 1 and add another search.

The screenshot shows the OntarioGreenSpec.ca website interface. It features a navigation bar with three steps: Step 1 (Pick Your Category!), Step 2 (Refine Your Category!), and Step 3 (Show All Listings!). The current category is 'Energy & Atmosphere' and 'Heating/AC Distribution'. The main content area displays 'Complete Listings' with three company entries. Each listing includes a company name, a description, and contact information (website, email, phone). A 'Print List' sidebar on the right shows 21 items selected, with options to 'Print List', 'PDF', and 'Clear All'. Red callout bubbles provide instructions: 'Turn filters on/off to view any/all of EPP, local, and/or service providers' (pointing to filter icons); 'Add all visible items to print list' (pointing to a checkbox); 'Print selected items to PDF' (pointing to the PDF icon); 'Each listing shows whether it is EPP, local, or a service' (pointing to icons); 'Click here to add this listing to your print list' (pointing to a plus icon); 'Click to go to a listing's website or send them an email' (pointing to website and email links); 'Silver members' logos' (pointing to logo placeholders); 'Reminder of what step you're on and what category you're in' (pointing to the step indicators); and 'Click or hover on a listing to expand it and read a concise description of what product or service it provides' (pointing to a listing).

MEMBERSHIP OPPORTUNITIES

OntarioGreenSpec.ca already lists suppliers for free, and every time we find a new green product/service provider, we add them. To increase the value of the listing, we are very pleased to be able to offer preferred memberships to all listed companies.

Going forward we will have four membership levels, and during our inaugural year we are also offering founding memberships for a few select sponsors:

Founding Platinum Members contribute \$10,000 the first year and \$5,000 each year thereafter. They have their logo posted on the OntarioGreenSpec.ca homepage (Step 1) and in the major category of their choosing (Step 2) and beside their listing in the Step 3 sub-category, they are given preferential listing above Gold members, and are given the coveted “listed in OntarioGreenSpec.ca” logo for use in their marketing materials

Gold Members contribute \$2,500 annually, have their logo posted in the major category of their choosing (Step 2) and beside their listing in the Step 3 listing category, are given preferential listing above Silver members, and are given the “listed in OntarioGreenSpec.ca” logo for use in their marketing materials

Silver Members pay \$1,000 annually, have their logo posted beside their listing in the Step 3 listing category, are given preferential listing above Bronze members, and are given the “listed in OntarioGreenSpec.ca” logo for use in their marketing materials.

Bronze Members pay \$250 annually and are given preferential listing and a “listed in OntarioGreenSpec.ca” logo for use in their marketing materials.

Congratulations for demonstrating leadership by supplying green products or services, and for having been recognized as deserving to be listed in OntarioGreenSpec.ca. Please consider investing in the benefits of membership, promote your green leadership, and help us spread the word about this amazing new online resource.

Best regards,



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Acting Director

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