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Blue Line Innovations and Elster Announce Integrated Power Cost Monitor™
Integrated solution combines the power of Elster's market-leading EnergyAxis® advanced metering infrastructure and Blue Line Innovations' proven PowerCost Monitor™

Raleigh, NC September 21, 2009 – Blue Line Innovations, the market leader in consumer oriented in-home near real-time energy displays, and Elster, a leader in smart metering and smart grid solutions and systems, today announced the EnergyAxis® System enabled PowerCost Monitor™ for consumer energy monitoring and management.

The PowerCost Monitor™ – EnergyAxis Edition integrates Elster's market-leading EnergyAxis platform with Blue Line Innovation's latest real-time energy feedback solution providing consumers with a mechanism to save between 6 percent and 18 percent on their electricity bills. Elster smart meters communicate with the Blue Line Innovations' PowerCost Monitor™ using wireless communications to provide consumers with near real time energy usage information. Elster and Blue Line Innovations have commenced the first utility field test and expect full commercialization before year's end.

"We're excited about our partnership with Elster," said Peter Porteous, CEO, Blue Line Innovations Inc. "The integrated solution builds upon our June 16th announcement of feature upgrades to our current universal sensor PowerCost Monitor™ (BLI 28000). The PowerCost Monitor™ is a proven solution with more than 100,000 units in the field since 2006 and the EnergyAxis Edition demonstrates our commitment to continue to lead the sector of near real-time energy information tools for families throughout North America. More than ever, consumer's are actively searching for ways to reduce energy consumption and reduce their monthly electricity bill and today there is another proven option to do just that."

"We are excited to extend the EnergyAxis System to include consumer energy monitoring capability allowing our customers to offer energy conservation solutions to their consumers," said Victor Sitton, vice president of product marketing, Elster. "Elster has a long history of providing innovative solutions to the utility marketplace and we continue to lead the AMI market with real solutions that can be scaled and deployed today."

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About Blue Line Innovations

Blue Line Innovations Inc. developed and markets the PowerCost Monitor™, a line of wireless, portable, real-time energy reporting devices for the home. Blue Line Innovations has been active in the business of real-time energy feedback for six years with over 100,000 PowerCost Monitors™ in the market since 2006. Easy to install, the PowerCost Monitor™, communicates wirelessly to the meter. Independent research has confirmed that homes using the PowerCost Monitor™ can save between 6 percent and 18 percent on their monthly electricity bill.
www.bluelineinnovations.com

About Elster

Elster has delivered more than 3 million smart metering devices worldwide with more than 60 systems located in North America, Europe, Central America, New Zealand and the Caribbean. Elster smart metering systems allow utilities to implement energy conservation measures, demand response programs, smart grid initiatives, and smart home solutions as well as achieve operational efficiencies resulting in significant value creation across the utility enterprise. Elster has more than 7,500 staff and operations in 38 countries, focused in North and South America, Europe, and Asia. www.elster.com