



MEDIA RELEASE

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Minister Smith and Lakeland Power Launch Green Button to Help Local Energy Customers Save Money

Province gives families and businesses more control over electricity and natural gas bills

Mount Elgin, ON – Energy Minister Todd Smith joined Lakeland Power and several other Ontario utilities today to launch the new Green Button data that will allow families and businesses across Lakeland Power’s service territories (Bracebridge, Burk’s Falls, Huntsville, Magnetawan, Parry Sound, and Sundridge) to track and control their energy use and save money on monthly bills.

Studies have found that access to energy data can help consumers achieve energy savings of up to 18 percent. Green Button along with smart home devices enables this access. Ontario becomes the first province in Canada to mandate the standard.



"Families and businesses want to be in the driver's seat when it comes to their energy bills," said Todd Smith, Minister of Energy. "Green Button is part of our commitment to give consumers more choice when it comes to their energy use and will enable easy, quick and safe access to their consumption data through smartphone or computer apps so they can find customized tips to reduce energy use or switch electricity price plans to save money."

"Today more than ever, consumers are looking to save money. Green Button provides a necessary tool for them to reduce their electrical costs." added Chris Litschko, CEO of Lakeland.

L-R Sharon Shipston - Customer Service Manager, Lakeland Power; Todd Smith

- Minister of Energy; Simona Rogers – Billing and Special Projects, Lakeland Power

The implementation of the Green Button standard comes as the Ontario government marks two years of providing consumers with Customer Choice rates. As of November 1, 2020, most families, small businesses and farms can select either a time-of-use (TOU) or tiered billing structure for their electricity usage. More than 355,000 Ontario

electricity customers have used this choice to better manage their electricity bills by switching their pricing plan to one that is a better fit. Green Button provides families and businesses with the information they need to better understand their energy use so they can make an informed decision on which price plan is right for them, helping them to lower their energy bills.

QUICK FACTS:

- Green Button first became available in 2012 and prior to the new regulatory requirement, offering it to customers was voluntary in Ontario for electricity and natural gas utilities.
- When choosing an electricity billing structure, if a customer limits their consumption to non-peak hours, during evenings and weekends, TOU pricing may be their preferred rate plan. If customers consume most of their electricity during weekday hours, tiered pricing may be a better option for them.
- Energy customers in Ontario who are served by utilities that have fully implemented Green Button have access to a wide range of applications that are tailored to their individual needs. As more utilities in Ontario implement Green Button, new applications are expected to be developed to serve all types of customers, including residential, commercial and industrial energy users.

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About Lakeland Power.

Lakeland Power Distribution Ltd. distributes electricity to more than 14,300 customers and is a subsidiary of Lakeland Holding Ltd. along with Lakeland Generation, Lakeland Networks and Lakeland Solutions.

Lakeland Holding Ltd. is wholly owned by the municipalities of: Bracebridge, Parry Sound, Huntsville, Burk's Falls, Sundridge and Magnetawan.