

Attention News/Assignment Editors:

Media advisory – WireIE Holdings International Inc.'s "Practical Considerations" Smart Grid White Paper

(Richmond Hill, ON), April 14 – WireIE Holdings International Inc.'s Chief Technology Officer (CTO), Tim Brown, has released a white paper entitled, "Practical Considerations for Smart Grid".

Figures reaffirm WireIE's assertion that Smart Grid solutions will conserve large amounts of energy. In their 2007 yearbook published Aug. 26, 2008, the Ontario Energy Board (OEB) calculated that in 2007, total distribution of energy losses equated to 5,416,117,162 kWh. This is estimated to be approximately 4% of the total generated capacity in the province – the equivalent to a year's worth of carbon emissions from 330,000 automobiles. A Smart Grid preemptively identifies where these losses occur**.

** http://www.wireie.com/pdfs/wireie_smart_grid_wp_4.2.pdf

This white paper is the first of its kind to introduce the technological specifics of Smart Grid, in terms of how proven telecommunications solutions can accelerate the benefits of Smart Grid.

"Certain elements of the electricity supply chain are often overlooked when considering energy consumption. Proven Operation Support Systems found in mature telecommunications networks can address these and other areas, and hasten a smooth transition to Smart Grid", said Julie Matthews, Director of Advisory Services Group for e3Solutions Inc.

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