

**For Immediate Release**

**JUST ENERGY HELPS BRITISH COLUMBIA CUSTOMERS REDUCE GREENHOUSE GAS EMISSIONS BY DIVERTING BIOMASS TO ENERGY**

**Kamloops, British Columbia – April 6, 2010:** Natural gas consumers in British Columbia seeking to reduce their carbon footprint can put the power of biomass energy to work through a new partnership between Just Energy and Tolko Industries Ltd.

Tolko's Heffley Creek Biomass Energy Generation Offset Project in Kamloops, British Columbia is now linked to Just Energy's JustGreen program which allows individual customers to reduce the carbon footprint associated with their purchase of natural gas.

"Residents of British Columbia join our JustGreen program with a commitment to improve the environment by mitigating their individual contributions to climate change," said Ken Hartwick, Just Energy President and CEO. "A project such as this locally-based green energy initiative offers residents the comfort and reassurance that they are making a difference."

Biomass is environmentally friendly as a fuel source as it is both carbon neutral and the system complies with all air emission requirements including particulate matter. The Biomass Energy Generation Offset project, which commenced operation in May 2006, reduces GHG emission by replacing the burning of natural gas with renewable biomass. The project utilizes wood waste generated by the Heffley Creek mill operations on site to generate syngas for thermal energy used, in turn, by the mill and generating carbon offsets as a result. Just Energy has procured the emission offsets from the project through 2014.

"The procurement of verified GHG emission reductions by leading companies like Just Energy and their customers support the ongoing success of this project," said Michael Towers, Tolko Manager of Energy Supply and Systems. "Just Energy's partnership with Tolko Industries Ltd. will allow energy consumers in British Columbia to support real, verified, emission reductions from an innovative biomass energy undertaking, right here in British Columbia."

In 2009, the project generated 10,832 tonnes CO<sub>2</sub>e of Verified Emission Reduction-Removals, an equivalent of taking over 2,000 passenger vehicles off the road for a year. The annual emission reductions are calculated using the Alberta Quantification Protocol for Diversion of Biomass to Energy, the only government-approved offset quantification protocol in North America for biomass projects. The emission offsets transaction was facilitated through Blue Source Canada, a leading marketer of carbon credits and provider of offset project services across North America.

**About Just Energy:**

Just Energy is one of North America's leading electricity and natural gas retailers with offices in Canada and the U.S. Through its affiliates under its parent, Just Energy Income Fund, a publicly traded Income Trust (TSX: JE.UN), Just Energy provides over 1.6 million residential, small to mid-sized commercial and small industrial customers with the peace of mind that comes from knowing that they are protected from energy price volatility. In addition, through National Home Services, Just Energy sells and rents high efficiency and tankless water heaters, and through its subsidiary Terra Grain Fuels, produces and sells wheat-based ethanol. Just Energy is poised to become an industry leader in providing environmentally

responsible energy supply solutions to consumers across North America. To learn more about Just Energy please visit [www.justenergy.com](http://www.justenergy.com).

#### **About Tolko Industries Ltd.**

Tolko Industries Ltd. is a private, Canadian-owned forest products company based in Vernon, British Columbia. Tolko is a major producer and marketer of lumber, veneer, plywood, oriented strand board, and kraft papers, with manufacturing operations across Western Canada. The Company's Woodlands operations have received third-party certification of their sustainable forest management systems.

#### **About Blue Source Canada, ULC**

Blue Source Canada is a leader in Canada's domestic offset market with a supplier portfolio of more than ten million tonnes of emission offsets. Blue Source offers businesses multiple approaches for reducing and managing greenhouse gas emissions, including access to capital fund project development, working with companies on developing projects and overseeing production of Verified Emission Reduction (VERs). Blue Source Canada's technical division leads in technical expertise for protocol development and offset identification

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