



July 31, 2009

**Blue Line Innovations Inc. – PowerCost Monitor BLI 28000
Preferred Utility Partner Program US - USD**

Base Program – Pricing Assumptions

\$90 per unit

Bulk purchase order

- One master shipment to utility partner's specified warehouse.
- Quantities of up to 1,000; shipment within 3 business days of approved purchase order.
- Quantities of 1,000+ are "build to order" and have the opportunity for more cost effective freight solutions direct from factory – estimated lead time is 16 weeks.
- Payment terms – net 30 days.
- Freight FOB Blue Line Innovations warehouse - \$30 per master carton (16 units)
- Customer Support – Monday to Friday 8:00AM EST to 8:00 PM EST.
- Marketing – generic communication – information sheet available. Blue Line Innovations Inc will review and provide feedback on utility marketing programs upon request.

Optional Programs

Expanded Customer Support

\$10 per unit

7 days per week – 8AM EST to 11PM EST

- Monthly consumer contact reporting – including reason for contact and resolution
- Drill down consumer call recordings available upon request
- Expanded customer support provided for 2 years from date of sale – option to extend the support thereafter at a fee of \$5 per unit per year.

Pre-configure Monitor with Utility Specific Rate Structure - \$25 per unit.

PowerCost Monitor™ will be fully configured with utility specific rate structure and ready for consumer use – install batteries and go. The only data that may need to be verified if it can't be provided by the utility is the kWh factor



Ship Directly to Consumer

\$12 per unit plus freight

Bulk purchase order.

- Inventory will be segregated – and pulled as consumer shipping instructions are provided.
- Payment terms 50% upon purchase order and 50% 1st shipment.
- Order – shipping instructions provided by utility
- Single unit order execution
- Monthly reporting
- Order confirmation numbers provided to Utility and consumer
- Shipment tracking numbers provided to Utility and consumer
- Freight - \$10 per unit or bill direct to Fed-Ex or UPS direct account

Order Management directly with consumer \$10 per unit

Bulk purchase order.

- Inventory will be segregated – and pulled as consumer orders arrive.
- Payment terms 50% upon purchase order and 50% 1st shipment.
- Order generated by end consumer directly with Blue Line Innovations – web is primary vehicle – phone, email, mail secondary
- Customized utility specific on line ordering program and execution
- Consumer verification – matching to utility
- Weekly order/inventory reporting to utility
- Will also require the ship directly to customer option

Extended Warranty – 2yr warranty

\$10 per unit

Customized Marketing Program

\$ Priced by project

Material and execution
Available upon request

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