

Con Edison Grants Smartcool Market Partner Status

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VANCOUVER, Aug. 24, 2011 /CNW/ - Smartcool Systems Inc. (TSX-V: SSC) has achieved Market Partner status in the Con Edison Commercial and Industrial (C&I) Energy Efficiency Program. Con Edison provides electricity and gas to customers in New York City and Westchester County. The C&I program provides cash incentives and rebates to area businesses for the installation of approved energy efficiency measures in their facilities, including lighting, LED's, HVAC systems, VFDs, refrigeration, steam and heat pumps to name a few.

George Burnes, President & CEO, talks about the impact this program approval has for Smartcool. "Our energy efficiency products already offer a long list of financial and environmental benefits to our customers, and being listed as a Market Partner with Con Edison provides an additional incentive to choose Smartcool. This is also a crucial first step in getting our products pre-approved for rebate, and we are looking forward to working towards this with Con Edison."

Inclusion in utility rebate programs is an extremely effective way of increasing the visibility of energy efficiency products such as Smartcool's to end customers. These programs provide financial incentives that help offset the cost of efficient equipment upgrades. Implementing energy efficient upgrades in a facility can help improve a company's bottom line by reducing energy usage and increasing a building's overall performance.

Neither the TSX Venture Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

About Con Edison

Con Edison is a subsidiary of Consolidated Edison, Inc. [NYSE: ED], one of the nation's largest investor-owned energy companies, with approximately \$13 billion in annual revenues and \$36 billion in assets. The utility provides electric, gas and steam service to more than three million customers in New York City and Westchester County, New York. For additional financial, operations and customer service information, visit us at www.conEd.com, at our green site, www.coned.com/thepowerofgreen, or find us on Facebook at Power of Green.

About Smartcool

Smartcool Systems Inc. (TSX-V: SSC) provides energy efficiency solutions for businesses around the world. The ESM™ and ECO³™ are Smartcool's unique retrofit technologies that reduce the energy consumption of compressors in air conditioning, refrigeration and heat pump systems, with no risk to existing equipment performance. www.smartcool.net

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