

E-RADIO INC. AND CBC/RADIO-CANADA TEAM UP TO IMPROVE THE WAY ELECTRICITY IS CONSUMED

Toronto, Ontario, January 8, 2010 – e-Radio-Inc. (ERI) and CBC/Radio-Canada today announced that they have successfully tested a new technology that could revolutionize the way electricity is consumed across Canada and around the world.

Consumers are looking for new ways of managing their power consumption in order to reduce both their utility bills and their carbon footprint. The introduction of “smart grid” technology by utility companies – enabled by the smart metres installed in households across North America – has accelerated the trend. Utilities are looking for technology to effectively utilize and supplement their investment in “smart grid” technology as they continue to look for balance between growth in demand, generation, supply and distribution constraints, and impact to the environment.

e-Radio’s made-in-Canada technology harnesses the power of FM radio to wirelessly and securely activate “smart-grid” enabled devices and appliances like thermostats, washing machines, dryers, dishwashers, and in-home displays. How does it work? A homeowner loads his or her dishwasher at 7:00 pm – peak demand time – and walks away. The e-Radio technology then finds the appropriate time of night to wirelessly activate the dishwasher. Set it and forget it. New Smart Appliances are currently being developed that make use of the technology.

CBC/Radio-Canada’s FM signals reach close to 99% of the Canadian population. Tapping into that infrastructure would mean that virtually every Canadian from coast-to-coast-to-coast could benefit from the technology. The transmission of data over FM frequencies has no effect on the quality of the radio signal.

“In today’s market, suppliers and users of electricity need a low-cost and reliable communications method for pricing and grid status to make more informed power consumption with the additional benefit of reduced greenhouse gas emissions,” said Jackson Wang, President and CEO, e-Radio Inc. “We, at e-Radio, believe that the inherent characteristics of radio – vast coverage, stable, cost efficient, point to multi-point nature – offer the proper fit to become the ‘trusted club in the bag’ for the smart grid.”

“This is an innovative way for CBC/Radio-Canada to maximize the use of its radio infrastructure for the benefit of both Canadian consumers and the environment, without affecting the quality our radio service,” said Michel Tremblay, Senior Vice-President, Corporate Strategy & Business Partnerships. “ We’re proud to help pioneer this new made-in-Canada innovation.”

Today, e-Radio Inc. performed the first successful live transmission from CBC Radio 2's 94.1 MHz frequency in Toronto to the ERI designed and manufactured FM RDS receiver module, triggering various load control devices. The groundbreaking test – performed with contributions from e-Radio, CBC/Radio-Canada and Direct Energy – provides proof that radio can be adapted easily for the modern interactive digital age. "Smart grid" applications based on this technology are ready to implement nation-wide now.

e-Radio Inc. (ERI) provides a complete smart-grid communications solution. The Canadian-owned company operates wireless communications networks and designs and manufactures FM receiver modules that are integrated into a variety of smart grid devices. The company's products are focused on residential and small commercial customer demand management programs using the global standard FM-RDS technology as the communications platform.

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. The Corporation is a leader in reaching Canadians on new platforms and delivers a comprehensive range of radio, television, Internet, and satellite-based services. Deeply rooted in the regions, CBC/Radio-Canada is the only domestic broadcaster to offer diverse regional and cultural perspectives in English, French and eight Aboriginal languages.

For further information, please contact:

Jackson Wang, P.Eng
President and CEO
e-Radio Inc.
416-721-7272
jwang@e-radioinc.com

Angus McKinnon
Senior Advisor, Media Relations and Issues Management
CBC/Radio-Canada
613-288-6235
613-296-1057 (cell)
angus.mckinnon@cbc.ca