

NextEnergy's 2010 focus on government policy and US expansion:

Greenpeace-founder, Dr. Patrick Moore, named VP Industry and Government Affairs

Elmira, ON, February 1, 2010 – NextEnergy, the Canadian leader in designing and marketing geothermal systems for the home, is kicking off 2010 with plans to forge strong relationships with policy-makers in order to influence the proliferation of geothermal heating and cooling in the residential marketplace. The company plans to work closely with the federal and provincial governments to protect and expand incentive programs that facilitate the adoption of renewable energy.

In doing so, they are proud to announce the promotion of Dr. Patrick Moore, from a member of the NextEnergy board of directors to Vice President, Industry and Government Affairs. As of February 1, Dr. Moore—the former President of Greenpeace Canada and Director of Greenpeace International—will join NextEnergy in a full-time capacity. “We now have on our team a recognized international leader in the renewable energy field who is looking out for the interests of NextEnergy and geothermal at the government and industry level,” said NextEnergy President, Randal Palach.

An advocate for issues of the environment, including sustainable forestry and renewable energy, Dr. Moore is thrilled to be working closely with NextEnergy. “Geothermal is one of the most important renewable energy technologies in the world and is certainly the most effective way to heat and cool a home,” says the Vancouver-based scientist, writer and activist. “It’s almost miraculous how we’re able to tap into the earth’s stored solar energy and access its potential 24/7.”

His first objective will be to encourage the harmonization of Canada’s climate and energy policy with that of the United States. “Currently the US has adopted a tax credit policy for renewable energy which will run until 2016, while the Canadian equivalent is finished in 2012,” he says. “In order for Canadian companies to plan their growth into the future, our government must extend this timeline.”

With a focus on growth and expansion, NextEnergy is also pleased to announce the promotion of Trevor Strauss to Vice President and General Manager. Strauss first worked with NextEnergy between 2002 and 2004 during which time he was responsible for forming the company’s marketing function and implementing the Enterprise Resource Planning (ERP) system. Before returning to NextEnergy in April 2009, he worked as Director of Distribution for Rogers Communications Inc. and worked for Research In Motion/Blackberry in the United States where he devised and developed a state-of-the art Blackberry Enterprise Server (BES) in a Box program.

Strauss will work to expand the NextEnergy dealer network across Canada and launch the business in the US. He will work to continue leveraging NextEnergy’s established relationship with the University of Waterloo to help bring new, innovative products to the market. “My overall goal is to ensure that the customer experience is flawless and that all homeowners have the opportunity to realize the environmental and cost-saving benefits of geothermal technology,” he said. “I think it would be fantastic if every home in Canada were hooked up to a NextEnergy geothermal system.”

About NextEnergy Inc:

NextEnergy is the Canadian leader in designing and marketing geothermal systems for the home. NextEnergy understands the value of high quality product and providing a professional, consistent level of service from planning to implementation.

NextEnergy is constantly striving to offer consumers a viable, accessible green energy solution for their family and for future generations.

For media inquires or to obtain more information about geothermal heating and cooling, contact **Dave Weber, Marketing Coordinator, NextEnergy Inc. at dweber@nextenergy.ca or 519-669-2707 x.234**

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