



OFFICIAL PRESS RELEASE

For release on Monday, January 23, 2012

ECOBEE UNVEILS THEIR LATEST PRODUCT AT AHR 2012—THE NEW SMART Si THERMOSTAT—DELIVERING GREAT FEATURES AT A GREAT PRICE

Toronto, January 23, 2012: ecobee Inc., makers of the award-winning Smart thermostat and Energy Management System unveiled their latest product, the Smart Si thermostat, today at the 2012 AHR Expo in Chicago.

Designed for the residential market, the ecobee Smart Si thermostat delivers a breadth of great features and ecobee's industry leading energy efficient technology, all at a great price. The Smart Si offers remote connectivity anytime from anywhere via your computer, iPhone, Smart Phone or tablet and includes a high resolution color display, an intuitive user interface, sleek buttons and live weather.

“The introduction of our new Smart Si thermostat reinforces ecobee's commitment to providing easy, smart, energy saving solutions for your home.” explained Stuart Lombard, President and CEO of ecobee. “The Smart Si delivers the quality, innovation and great features you would expect from ecobee, all at a great price”.

The Smart Si is Wi-Fi enabled, so you can make adjustments to your thermostat program on the go from your tablet, computer, iPhone or Smart Phone. It has a built-in live weather function and uses advanced algorithms so you can be sure your thermostat is always saving the most energy possible. An easy to read high resolution color display, sleek buttons, and an intuitive user interface makes it easy to quickly set a personalized program, make setting adjustments and create new vacation events. Automatic alerts and reminders notify you when your HVAC equipment is due for service, if there is an equipment malfunction or when it's time to change your filter, giving you peace of mind.

“Most homeowners don't know their HVAC System represents up to 50-70% of their home energy use. Setting an energy-saving program through ecobee's Wi-Fi-enabled Smart and Smart Si thermostats is one of the easiest ways to reduce your energy consumption and save money,” stated Lombard. “ecobee customers are seeing great results and trust the quality of our products. An extensive research study conducted by the ecobee Energy Modeling Team found that ecobee customers are saving an average of 26% on their annual energy costs,” said Lombard. “96% of ecobee customers would recommend ecobee products to their friends and family—we're pretty proud of that.”

Exhibiting from January 23rd-25th at AHR in Chicago, ecobee will be performing live demonstrations of the Smart Si at booth #3520. The ecobee Smart Si is available for pre-orders and will be shipping in April 2012.

ecobee delivers intelligent energy management solutions. Installed in homes and businesses across North America, the ecobee Open Energy Management Platform is the easiest way for residential and commercial customers to understand, manage and reduce their energy consumption. Servicing both the Utility and HVAC markets, ecobee's line of WiFi enabled thermostats, online web portals and smart phone apps are the products of choice for ease of use, energy efficiency and demand response programs. ecobee has also won significant industry awards which include the ASHRAE/AHR Innovation Award for Building Automation, the Dealer Design Gold and Silver Awards and the Deloitte Green 15, among others. ecobee is supported by a network of over 1,600 quality HVAC contractors and distributors across North America.

For more information please visit www.ecobee.com or contact:

Steph Clarke
Manager, Marketing & Communications
ecobee Inc.
steph@ecobee.com
647.209.5818