



EnerQuality Corporation
BETTER BUILT HOMES



Media Release

Attn: News, Home, Energy, and Lifestyle Reporters and Editors

Green community takes green building to a new level
Peterborough community is Eastern Ontario's largest development of ENERGY STAR® qualified homes

(Peterborough, October 18, 2008) Today Mason Homes unveiled its latest eco-friendly community, providing homeowners in Peterborough with a new, environmentally conscious alternative to traditional city living.

Representatives from Mason Homes hosted a hayride tour of this unique residential development, named Avonlea, which included a glimpse of a developing trail system, ponds and water features. Peterborough Mayor D. Paul Ayotte, and local MPP Jeff Leal were also on hand for the tour.

"I'm very proud of this project," said Sean Mason, Vice-President of Sales for Mason Homes. "Our team has managed to create a thoroughly modern and energy-efficient community, here, using the most innovative green techniques and materials. Homeowners will conserve water and energy while reducing their carbon footprint. These homes are designed to be green for life."

Avonlea is surrounded by green space but provides easy access to all the amenities of a city. Schools and shopping facilities are within walking distance, and the natural landscape is enhanced by Mason Homes' ecologically sensitive urban planning.

Avonlea homes are ENERGY STAR qualified, and boast energy saving features such as top-quality insulation, high-performance windows and high-efficiency heating and cooling systems. All this can reduce annual energy bills by up to 30%. The project incorporates the philosophy of 'new urbanism', which will ensure that it rapidly becomes a neighbourhood.

"We are thrilled to be here today," said Michelle Cote, Director of Marketing and Client Relations with EnerQuality Corporation. "Mason Homes is to be commended for their commitment to green, sustainable building, and for turning that commitment into action. In the face of today's rising energy costs, these houses will save homeowners money, provide a healthier indoor environment and help reduce their carbon footprint."

The ENERGY STAR label is earned only by homes that have met strict requirements, allowing homebuyers to rely on the performance tested, third party verified, government backed ENERGY STAR label to know they are buying an energy efficient home.

Typical energy saving measures in an ENERGY STAR qualified home include higher levels of insulation in basements, walls and attics, ENERGY STAR qualified windows and doors, tighter building envelopes, programmable thermostats, sealed ducts, ENERGY STAR qualified appliances and high-efficiency heating, hot water and air conditioning systems.

For more information, please contact:

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Mason Homes is a third-generation homebuilder and family-run business that has built over 4000 quality homes in many communities across Ontario including Etobicoke, Toronto, Scarborough, Markham, Barrie, Schomberg, Uxbridge, Lindsay and Peterborough.

They strive to be a progressive company in design, architecture, new urbanism, community planning and energy efficiency. They are the first community to offer homes that are not only Energy Star qualified, but also help further reduce energy and water consumption while providing improved indoor air quality. Green for Life homes will provide a happier, healthier home and lessen your impact on the environment.

ENERGY STAR® for New Homes is a label given to homes that meet balanced, whole-house energy-efficiency standards, guaranteeing their owners significant energy savings. New homes that receive the ENERGY STAR® label are up to 30 percent more energy-efficient than those built to the minimum Ontario building code standards.

The ENERGY STAR mark is administered and promoted in Canada by Natural Resources Canada.

EnerQuality Corporation is committed to helping builders build more energy efficient and sustainable homes. Founded in 1998 and supported by their A-list of partners, EnerQuality is a licensed Service Organization delivering ENERGY STAR® for New Homes, R-2000, EnerGuide Rating Service, LEED for Homes and EnerQuality's new GreenHouse™ Certified Construction initiative. EnerQuality's initiatives are all voluntary and supported by extensive training and marketing that offer builders options to meet their individual needs

