

July 14, 2011

To whom it may concern;

Peter Bassett has worked with Efficiency NB since 2007 when he was brought on to help with the design and implementation of the Large Industry Program. Since that time Peter has been an integral part of the Industry Team at Efficiency NB and has brought a wealth of experience and knowledge to our young agency.

Efficiency NB's Large Industry Program has been recognized internationally as a leading efficiency program for industry and Mr. Bassett's contribution to this has been significant. From the action based design of the program to the heavy emphasis on account management and energy management capacity building, Peter has helped the agency immensely in its goal of market transformation in the Industrial sector.

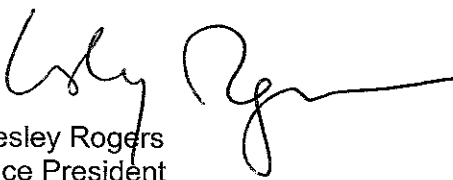
Since helping design the program, Peter has also been lead in engaging and signing on large industries to the program. He is a results oriented sales person and has built strong and strategic relationships throughout the province. He has an ability to speak strategically to executive leaders while also working with and gaining respect and trust of engineers and operators.

A pillar of our industrial design is the Energy Management Information Systems (EMIS) program. EMIS is a performance management system that makes energy visible in an organization. Peter has brought EMIS from concept to reality in the New Brunswick marketplace through education, communication, dedicated account management and the ability to speak strategically with leaders in industry.

A key mandate at Efficiency NB is that of capacity building with the goal of market transformation. Peter has been instrumental in identifying, developing and delivering proven capacity building workshops that accelerate adoption of EMIS and Energy efficiency projects and help ensure success of these initiatives.

Peter is an excellent teacher and communicator and is dedicated and passionate about his work. His experience and knowledge in the industrial energy efficiency arena coupled with his broad experience working with varied businesses and people make him an excellent choice for designing, leading, delivering or evaluating energy efficiency programs for industry.

Sincerely,

A handwritten signature in black ink, appearing to read "Lesley Rogers", is written over a horizontal line.

Lesley Rogers
Vice President