



WOODBINE ENTERTAINMENT GROUP REDEFINES HORSE POWER

Works with Direct Energy to save \$475,000 per year in energy costs

TORONTO, ON – March 3, 2008 – Woodbine Entertainment Group (WEG,) Canada’s largest horse racing operation, is pleased to announce that it has completed the first phase of its energy retrofit program. The energy retrofits, designed and implemented by Direct Energy Business Services, will save WEG \$475,000 per year in energy costs and significantly reduce its energy usage.

In recognition of WEG’s success, Peter Love, Ontario’s Chief Conservation Officer, will be awarding his prestigious Certificate of Recognition to Nick Eaves, WEG’s President and COO at an evening ceremony at Woodbine racetrack. The Certificate recognizes WEG’s leadership in pursuing an aggressive plan to reduce its energy usage across its facilities.

“With over 6 million visitors to our facilities a year, we wanted to demonstrate to our patrons that it is possible to significantly reduce one’s energy usage and carbon footprint if you make a long-term commitment,” said Nick Eaves, President and COO of WEG. “We are pleased that our work represents a significant savings, both financially and to the environment.”

The three-year, \$5 million project consisted of several initiatives including enterprise level software solutions, engineering services, building automation systems, a Smardt chiller installation, a steam boiler conversion, a domestic hot water boiler installation, automated air handling units, occupancy sensors and lighting retrofits.

“I congratulate WEG and Direct Energy for their partnership to save energy and reduce greenhouse gases. We need more organizations across the Province to follow suit as we build a culture of conservation across Ontario,” added Peter Love, Ontario’s Conservation Officer.

WEG was also recognized, at the event, by Enbridge Gas Distribution, BOMA Toronto and Toronto Hydro for their energy conservation program. Enbridge provided WEG with a cheque for \$37,408.25 as part of their Retrofit Incentives program.

“Congratulations to WEG for their leadership in executing an aggressive energy reduction program. As a company that has extensive experience helping large organizations reduce their energy usage, Direct Energy hopes that WEG’s success demonstrates to business leaders that an energy retrofit program can be both financially and environmentally rewarding,” noted Bob Huggard, President, Home and Business Services, Direct Energy.

About Woodbine Entertainment Group

Woodbine Entertainment Group is the largest operator of horse racing in Canada and is recognized as one of the most innovative in North America. Woodbine operates Woodbine Racetrack in Toronto ON; Mohawk Racetrack in Campbellville, ON, the Champions Off-Track Wagering Network; Turf Lounge; WEGz Stadium Bar; Horse Player Interactive and HPItv.

About Direct Energy

Direct Energy is one of North America's largest energy and energy-related services providers with over 5 million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE: CNA), one of the world's leading integrated energy companies, Direct Energy operates in Texas, the northeastern United States and across Canada. To learn more about Direct Energy, visit www.directenergy.com.

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