

## NEWS RELEASE

### PROPANE FACTS - PROPANE MAKES SENSE

*PropaneFacts.ca provides reliable, current and convincing research and facts to make propane Canada's alternative transportation fuel of choice for fleets*

London, Ontario, Canada – June 20, 2008

P38 Inc. is pleased to announce the launch of [www.propanefacts.ca](http://www.propanefacts.ca), the most comprehensive online resource for information on the use of propane as a transportation fuel. Through cooperative efforts among industry, government and academia, the goal of Propane Facts is to provide reliable, current and convincing research and facts about making propane Canada's alternative transportation fuel of choice for high consumption, light and medium duty fleets.

"There is a surplus of propane produced in Canada and as a result there is abundant propane supply," says Dan Granger, president and CEO, SFI Engine Technologies. "The economic and environmental value of this resource is being overlooked as we continue to consume vast quantities of gasoline for transportation. If we were to use all of the excess propane supply as transportation fuel, we could substitute up to 20% of Canada's regular unleaded gasoline consumption."

The Propane Facts website includes case studies, industry data and a major study spearheaded by Professor Gerry Higgins of the Richard Ivey School of Business, The University of Western Ontario. The preliminary report published in January 2008: *An Assessment of Propane as a Transportation Fuel for Light Duty Fleets in Canada*, investigates and analyzes propane as transportation fuel versus conventional fuels such as gasoline and diesel and other alternative fuels such as ethanol and natural gas.

"The evidence is clear, irrefutable, and comes from many independent sources," says Gerry Higgins, professor at the Richard Ivey School of Business. "Propane is the best choice of transportation fuel for light-duty fleet operators in Canada, who want to reduce operating costs, while reducing harmful emissions."

The report concluded that propane is the most cost effective and easiest clean fuel for fleet operators to implement. Propane is a 'made in Canada' solution readily available to fleet operators. There is an abundance of Canadian supply;

...cont'd

propane is readily available for refueling, it has environmental benefits, and it provides significant cost savings without vehicle performance compromises.

“Today we are officially launching [propanefacts.ca](http://propanefacts.ca), but I think everyone can recognize the deeper significance of the information found within this site,” said Andy Bite, President, EDPRO Energy Group. “Working together, our goal is to help fleets lower their operating costs and reduce their environmental impact from operations. This is a made in Canada solution, readily available for fleet operators to implement.”

Initial funding for PropaneFacts was contributed by Budget Propane, EDPRO Energy and Sparling’s Propane.

### **About the Richard Ivey School of Business, The University of Western Ontario**

The Richard Ivey School of Business at The University of Western Ontario ([www.ivey.ca](http://www.ivey.ca)) offers undergraduate (HBA) and graduate degree programs (MBA, Executive MBA and PhD) in addition to non-degree Executive Development programs. Ivey has campuses in London (Ontario), Toronto, and Hong Kong. Ivey recently redesigned its curriculum to focus on Cross-Enterprise Leadership – a holistic issues-based approach to management education that meets the demands of today’s complex global business world.

### **About P38 Inc.**

P38 Inc. formed in 2008, as a coalition of a number of propane industry leaders. P38 Inc. has five main purposes:

- Aggressively pursue propane demand growth in the transportation segment;
- Supply best of class platform specific engine conversion technologies;
- Improve the public perception, knowledge and commercial awareness of propane;
- Conform to the highest standards of regulatory compliance and product safety;
- Explore synergies to enhance customer value proposition.

The company name is inspired by Propane's molecular formula, C<sub>3</sub>H<sub>8</sub>; this translates to 3 parts carbon and 8 parts hydrogen. Propane is also known as liquefied petroleum gas or LPG.

Visit [propanefacts.ca](http://propanefacts.ca) for more information on how using Canada’s best alternative automotive fuel, propane saves money and reduces harmful emissions.

-30-

### **For more information, please contact:**

Liisa Sheldrick  
P38 Inc.  
519-200-9921 (cell)  
[lsheldrick@p38.ca](mailto:lsheldrick@p38.ca)  
[www.propanefacts.ca](http://www.propanefacts.ca)

Guy Marchand  
Budget Propane Inc.  
450-373-4333  
[guy@budgetpropane.com](mailto:guy@budgetpropane.com)  
[www.budgetpropane.com](http://www.budgetpropane.com)

Andy Bite  
EDPRO Energy Group Inc.  
519-690-0000  
[abite@edproenergy.com](mailto:abite@edproenergy.com)  
[www.edproenergy.com](http://www.edproenergy.com)