



PRESS RELEASE



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canühome Launches at Green Living Show

TORONTO, Ontario, April 25, 2008 — Making its world premiere today at the Green Living Show, the canühome exhibit will educate and empower consumers about what they “Can” do to decrease their utility bills, improve indoor air quality and help the environment.

The canühome exhibit is a full-size home that showcases the latest in sustainable and universal design with features such as improved indoor air and environment quality; a reduced ecological footprint through energy, water and resource efficiency; universal, accessible and adaptable design to meet changing needs; and affordable green financing.

This traveling exhibit brings together a diverse group of partners in an innovative effort to stimulate more intelligent housing solutions for Canadians. Partners include Canada Mortgage and Housing Corporation (CMHC), George Brown College's Institute Without Boundaries (IwB), The Toronto-Dominion Bank (TD Canada Trust), the Forest Stewardship Council (FSC) and numerous product and service providers such as Bosch Home Appliances, Procter and Gamble's Future Friendly brands and Juice Works Exhibits and Displays.

“CMHC is proud to be a partner in creating and showcasing innovative and intelligent housing solutions through the canühome exhibit,” said Peter Friedmann, CMHC Ontario General Manager. “As Canada's national housing agency and authority in housing technology, construction, design and finance, CMHC recognizes the importance of creating sustainable, equitable and affordable communities.”

Designed by IwB, the canühome draws design inspiration from CMHC's EQUilibrium, Healthy Housingcharm™ and FlexHousing™ Initiatives. It is constructed using Forest Stewardship Council (FSC) certified wood products and is eligible for savings through green financial tools available from CMHC and TD Canada Trust.

“IwB's collaboration with CMHC began in 2006 when IwB adapted housing designs that CMHC had created for non-profit and affordable housing groups. The partnership continued as IwB incorporated CMHC research into their World House Project in Costa Rica. Building on the research conducted in the World House Project, a team of faculty, students and experts have created the canühome as an exemplary home environment that re-imagines how we may live in the near future,” said Luigi Ferrara, Director, Centre for Arts & Design and Institute Without Boundaries at George Brown College.

Housing affordability is inherent in this intelligent design as it is more durable, adaptable, lasts longer, is more efficient, and less costly to operate.

“To help consumers make environmentally friendly homebuying choices, TD Canada Trust offers green mortgage or home equity line of credit discounts and rebates and a \$100 donation to TD Friends of the Environment Foundation. As part of the canühome launch we will offer a rebate of up to 1.5 per cent of the green mortgage or home equity line of credit amount, on the customer's purchase of Energy Star appliances,” said Joan Dal Bianco, TD Canada Trust Vice President, Real Estate Secured Lending.

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In addition, CMHC offers a 10 per cent mortgage loan insurance premium refund to make energy efficient home purchases and renovations more affordable.

The canühome meets LEED® standards through the use of FSC certified wood products.

“Purchasing wood products certified to FSC's rigorous environmental and social standards is one of the most effective ways of supporting healthy forests and healthy communities. FSC is the only forest certification system supported by environmental groups worldwide and the only one recognized under the LEED® green building rating system,” said Antony Marcil, President and C.E.O., FSC Canada.

The canühome is open for tours at the Green Living Show at the Direct Energy Centre in Toronto from April 25 to 27. The exhibit then travels to the Earth Tones Event at Yorkdale Shopping Centre from June 5 to 15, and to IIDEX/NeoCon Canada 2008 at the Direct Energy Centre from September 25 and 26.

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For more information, please visit:

www.canuhome.com
www.cmhc.ca/en/inpr/su/
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