

Your Business ... Your Burlington

Energy Advantage Inc. to Provide Energy and Environmental Data Management and Reporting Services to First Capital Realty Inc.

Burlington, Ontario, 24-January-2011 - Energy Advantage Inc., a leading North American energy and sustainability management firm, announced today it will be providing national utility data management services including greenhouse gas reporting to First Capital Asset Management LP, a subsidiary of First Capital Realty Inc., Canada's leading community and neighbourhood shopping centre owner and developer.

Energy Advantage's utility data management and reporting solutions adhere to the Canadian Institute of Chartered Accountants section 5970 standard and are compliant respectively with ISO 14064 and the World Business Council for Sustainable Development and World Resources Institute's Greenhouse Gas Protocol Initiative. This comprehensive utility data management solution provides its customers with the transparency and auditability they need to satisfy their energy and environmental business objectives.

"Leading organizations are making the commitment to better understand and manage their energy and environmental activities and responsibilities," says Dan Regan, Vice-President Business Development, Energy Advantage Inc. "We applaud First Capital Realty's focus on the management of its energy and greenhouse gas emission data in support of their overall Sustainability Strategy. Energy Advantage looks forward to assisting First Capital Realty with this initiative".

By deploying utility data management and reporting services, Energy Advantage's customers can expect improved data transparency and accuracy, a clear understanding of their energy profile in order to reduce energy costs and consumption, reduced administrative costs and increased readiness for public reporting requirements.

"We have been seeking a comprehensive solution to enable us to fully understand our energy and greenhouse gas profiles for the operations of our national shopping centre portfolio. With Energy Advantage as our energy and sustainability services partner we now have the ability to achieve this objective," says Maryanne McDougald, Vice-President, Property Management, First Capital Asset Management.

Energy Advantage's utility data management and reporting solutions help its customers collect, manage, analyze and report on their energy and environmental data. Electronically or manually entering data into its proprietary system, eXceeds, Energy Advantage conducts a four step quality assurance process to identify data anomalies and ensure billing accuracy. Its online portal enables customers to view their energy and environmental performance and generate customized reports on a 7X24 basis at the click of a button.

About First Capital Realty Inc.

First Capital Realty is Canada's leading owner, developer and operator of supermarket and drugstore-anchored neighbourhood and community shopping centres, located predominantly in growing metropolitan areas. The Company currently owns interests in 178 properties, including three under development, totaling approximately 21.6 million square feet of gross leasable area and nine sites in the

planning stage for future retail development. For more information visit <http://www.firstcapitalrealty.ca/>.

About Energy Advantage Inc.

Energy Advantage has a proven track record in delivering comprehensive energy and environmental management solutions to large-scale, multi-facility North American organizations. As a fully independent organization that sits on its 'customers' side of the table, Energy Advantage provides managed data services, analysis and solutions which help its many longstanding customers make informed business decisions to achieve improved risk management, lower costs and reduced environmental impact. Energy Advantage has helped its customers across the commercial, industrial and institutional sectors reduce their energy costs by up to 20%, representing \$10's of millions in tangible benefits. For more information visit <http://www.energyadvantage.com/>.