



Executive Council
Natural Resources
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Nalcor Energy – The Future of Energy Development in Newfoundland and Labrador

Positioning this energy producing province as an internationally-competitive player in the resource sector, the Honourable Danny Williams, Premier of Newfoundland and Labrador, today unveiled the new name and corporate identity of the province's energy corporation: Nalcor Energy. The Premier was joined by the Honourable Kathy Dunderdale, Minister of Natural Resources, and Ed Martin, Chief Executive Officer (CEO) and President of Nalcor Energy.

"We have a tremendous wealth of energy resources in Newfoundland and Labrador and Nalcor Energy will enhance the value of the people's assets, while growing an internationally-competitive corporation that will be a flagship for the province," said Premier Williams. "No longer are we passive players in the development of our resources; rather we are now fully engaged partners, sitting at the table and actively involved in resource development for the benefit of our people. Nalcor Energy will represent the people of the province in developing and managing our energy developments, and we look forward to a bright future for this new provincial corporation."

The creation of an energy corporation was a commitment in the 2003 election policy document, *A Blue Print for the Future*. The corporation was created by the Provincial Government in May 2007. It was also an integral component of the province's Energy Plan: *Focusing Our Energy*, released in September 2007.

Nalcor Energy is the parent company of Newfoundland and Labrador Hydro, the Churchill Falls (Labrador) Corporation, and the Oil and Gas Corporation of Newfoundland and Labrador. It is the provincial lead for the development of the Lower Churchill Project and it will also take ownership of the Bull Arm Site Corporation. All lines of business will be represented under the new Nalcor Energy brand, allowing for a common and consistent representation of the company's business activities.

“We have had a number of significant accomplishments and milestones over the past few years as we focus on growing a diversified and viable energy business,” said Mr. Martin. “The new name and identity for Nalcor Energy reflects the nature of our company - strong, progressive and focused on performance.”

Over the past year, while continuing to manage the performance of its operating units, the company has acquired equity interests in offshore oil projects, facilitated wind development in the province and continues to pursue growth opportunities in the energy sector.

“The new name and logo will establish a strong corporate identity for our energy corporation that is reflective of the place it comes from, and our vision for it as laid out in the Energy Plan,” said Minister Dunderdale. “We were very careful to put the key people and expertise in place to structure our energy corporation to stand shoulder to shoulder with any other energy corporation in the world. Today with our new name and look, that is exactly what we are doing. Nalcor Energy will help us market our energy potential to the rest of the world and will ensure we get the most out of our resource developments.”

The Nalcor Energy symbol embodies balance, movement and transformation. With curved, arching shapes, it has a constant sense of motion – representing the flow of energy, wind, water and oil. The movement in the symbol speaks to growth, mirroring the evolving nature of the energy industry and positioning Nalcor Energy as a leading, global player.

Because the existing brand of Newfoundland and Labrador Hydro has been a strong anchor in the development of Nalcor Energy, the blue used draws upon the Hydro logo for continuity, while also representing water, wind and the environment. The grey represents oil and gas, the powerful earth and it anchors the logo – speaking to a strong parent company.

All business activities engaged in by Nalcor Energy will be consistent with, and guided by, the province’s approach to energy development and the provincial Energy Plan. More information can be found on the company’s web site at www.nalcorenergy.com.

Media Contacts:

Elizabeth Matthews
Director of Communications
Office of the Premier
709-729-3960
elizabethmatthews@gov.nl.ca

Roger Scaplen
Press Secretary
Office of the Premier
709-729-4304, 727-0991
rogerscaplen@gov.nl.ca

Tracy Barron
Director of Communications
Department of Natural Resources
709-729-5282, 690-8241
tracybarron@gov.nl.ca

Dawn Dalley
Manager, Corporate Communications &
Shareholder Relations
Nalcor Energy
709-737-1315, 727-7715
ddalley@nalcorenergy.com