

NEWS RELEASE



Veridian and Whitby Hydro unveil new name and logo

January 18, 2019, Ontario – A new energy company that will service more than 162,000 residential and business customers in parts of Durham Region and beyond will be known as Elexicon Energy.

The new company name and logo was unveiled yesterday by Veridian and Whitby Hydro (“The Utilities”), who will merge their two companies early in the second quarter of 2019. Elexicon Energy will be the fourth largest municipally owned electricity distributor in Ontario.

“We’re thrilled with our new name and logo, and hope that our customers will share our same enthusiasm,” said Veridian President and CEO Michael Angemeer. “The name Elexicon Energy is uncomplicated and impactful. Its prefix reflects the resource we readily provide to our customers, while its suffix celebrates the notion of a branch of knowledge.”

“The objective was to create a memorable and distinct name, accurately reflecting the merged companies in a unified, distinct logo,” explained Whitby Hydro President and CEO John Sanderson. “We firmly believe that the name and logo sets us apart from others in the industry, and provides a sense of reliability, safety and approachability.”

The Utilities also unveiled their new tagline – “Our power is response-ability” – as well as the corporate structure, announcing Elexicon Corp as the name for the holding company for all company businesses, and Elexicon Group for the non-regulated business.

Veridian and Whitby Hydro will soon start a brand awareness campaign to inform and educate its customers on the new name, logo and what to expect moving forward. The campaign will also highlight the benefits the merged company will bring to its customers, communities and shareholders.

To learn more about the merger, visit learnmore.veridian.on.ca or learnmore.whitbyhydro.on.ca.

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