

## **BELLAIR VENTURES INC.**

### **BELLAIR VENTURES INC. ANNOUNCES SUSTAINCO AS NEW OPERATING BRAND**

**TSX VENTURE EXCHANGE: BVI**

**FOR IMMEDIATE RELEASE**

**Toronto, Ontario** – February 11, 2013 – Bellair Ventures Inc. (“Bellair”) (TSXV:BVI) announces that effective immediately Bellair will commence using the new operating name SustainCo as its corporate identity. SustainCo will represent the corporate brand while its operating entities, Urban Mechanical Contracting Ltd. (“Urban Mechanical”) and CleanEnergy<sup>TM</sup>, will continue to utilize their known sub-brands in the market place.

The SustainCo brand is consistent with the corporate direction to provide sustainable infrastructure solutions and services to our customers. Our range of services and solutions will offer long-term customer value and environmental sustainability through alternative energy solutions, energy efficiency and innovative facility technology solutions. We offer sustainable energy and facility maintenance services to customers in the education, government, municipal, healthcare, industrial and commercial sectors across Canada. The combined company will continue to focus both on the new build and retrofit markets.

“The goal of Bellair Ventures Inc. operating as SustainCo is to be at the forefront of advancing sustainability principles in leading organizations,” stated Mr. Emlyn J David, President & CEO. “We will continue to look for and promote leading edge services and technology combined with our experienced design and delivery teams to create a tremendous value proposition for our customers.”

The SustainCo brand will focus on providing thought leadership in the industry while the sub-brands of the operating entities will continue to market as Urban Mechanical and CleanEnergy<sup>TM</sup>.

#### **About SustainCo**

SustainCo, the corporate brand of Bellair, is a leading provider of sustainable infrastructure solutions and services. Through its operating companies, SustainCo delivers cost effective sustainable innovation to its customers.

#### **About CleanEnergy<sup>TM</sup>**

CleanEnergy<sup>TM</sup>, a SustainCo company, is the leading national provider of sustainable thermal energy systems and services. CleanEnergy<sup>TM</sup> has executed over 2,100 geothermal heating and cooling installations across Canada. CleanEnergy<sup>TM</sup> offers a utility or self-finance model for long-term thermal energy contracts.

#### **About Urban Mechanical**

Urban Mechanical, a SustainCo company, is a leading mid-tier mechanical contractor of energy efficient design and installations in multi-residential, and Industrial Commercial Institutional (ICI) applications in Ontario, Canada. Urban Mechanical is an industry leader in design, LEED certified buildings, job site safety and risk management.

*Certain statements in this press release are forward-looking statements. The reader is cautioned that assumptions used in the preparation of such information, although considered reasonable by Bellair at the time of preparation, may prove to be incorrect. Forward-looking statements, specifically those concerning future performance and other statements that are not historical fact, are subject to certain risks and uncertainties, and actual results may differ materially from Bellair's plans and expectations. These plans, expectations, risks and uncertainties are detailed herein and from time to time in the filings made by Bellair with the TSX-V and securities regulators. Bellair does not assume any obligation to update or revise its forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. Trading in the securities of Bellair should be considered highly speculative.*

*All forward-looking information contained in this news release is expressly qualified in its entirety by this cautionary statement.*

***Neither the TSX-V, nor its Regulation Services Provider (as that term is defined in the policies of the TSX-V) accepts responsibility for the adequacy or accuracy of this release. No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein.***

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