

**SUSTAINCO INC. TERMINATES INVESTOR RELATIONS CONSULTING AGREEMENT
WITH BAY STREET CONNECT LTD.**

TSX VENTURE EXCHANGE: SMS

FOR IMMEDIATE RELEASE

Toronto, Ontario – August 19, 2013 – SustainCo Inc. (the “Corporation” or “SustainCo”) (TSXV:SMS) announces the immediate termination of the investor relations consulting agreement with Bay Street Connect Ltd dated January 17, 2013.

About SustainCo

SustainCo is a leading provider of sustainable infrastructure solutions and services. SustainCo solutions and services offer long-term customer value and environmental sustainability through a broad offering including alternative energy solutions, energy efficiency, innovative facility technology solutions, and facility maintenance services to customers in the multi-residential and ICI “industrial commercial and institutional” sectors across Canada. SustainCo focuses on both new build and retrofit markets.

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 the Corporation 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 the Corporation’s plans and expectations. These plans, expectations, risks and uncertainties are detailed herein and from time to time in the filings made by the Corporation with the TSX-V and securities regulators. The Corporation 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 the Corporation 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.

For further information, please contact Emlyn David, President, Chief Executive Officer, Secretary and Chairman of SustainCo, at (416) 840-5002.