



SUSTAINCO INC. ANNOUNCES SUSTAINCO LIGHTING SOLUTIONS DIVISION

TSX VENTURE EXCHANGE: SMS

FOR IMMEDIATE RELEASE

Toronto, Ontario – February 10, 2014 – SustainCo Inc. (the “Company” or “SustainCo”) (TSXV:SMS) is pleased to announce the addition of SustainCo Lighting Solutions as a new division of SustainCo Solutions & Services.

The SustainCo Lighting Solutions division will enhance and bolster the current SustainCo Solutions & Services offering by providing LED lighting design and installation services. The division will build on our existing design and installation expertise.

“SustainCo Solutions & Services provides end to end solutions and services to deliver sustainable building performance,” stated Emlyn David, President & CEO of SustainCo, “SustainCo Lighting Solutions allows us to offer our clients a broad offering of energy efficient products and services.”

SustainCo will focus its growth strategies on: investments in development projects; acquisitions to tuck under SustainCo Solutions & Services; and organic growth opportunities.

About SustainCo Inc.

SustainCo Inc. is a leading provider of sustainable infrastructure solutions and services. The Company operates through its sub-brands of Clean Energy Developments Corp. (“CleanEnergy”), SustainCo Solutions & Services.

CleanEnergy is an early stage developer and investor in clean and renewable energy projects with experience in wind, solar, biomass and thermal energy projects. CleanEnergy provides strategic capital, funding management and execution expertise.

SustainCo Solutions & Services provides comprehensive building performance services, incorporating full life cycle asset optimization, design, build, operations and maintenance services for new build and retrofit facilities. Specifically, it provides: engineering services, building automation controls, performance monitoring, energy and lighting retrofits, mechanical and electrical installation and services, thermal energy systems, and operations and maintenance services for multi-residential and ICI facilities.

With headquarters in Toronto, SustainCo employs over 70 people in Halifax, Montreal, Pembroke, Ottawa, Vaughan, Toronto, and Calgary. For more information, visit www.sustainco.ca.

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 Company at the time of preparation, may prove to be incorrect. Forward-looking statements, specifically those concerning future performance, the completion of the Private Placement, consolidation of indebtedness and the Secured Note Offering and other statements that are not historical fact, are subject to certain risks and uncertainties, and actual results may differ materially from the Company's plans and



expectations. These plans, expectations, risks and uncertainties are detailed herein and from time to time in the filings made by the Company with the Exchange and securities regulators. The Company 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 Company 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 Exchange, nor its Regulation Services Provider (as that term is defined in the policies of the Exchange) 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 and Chairman of SustainCo, at (416) 840-5002.