



**SUSTAINCO INC. EXPANDS PERFORMANCE MONITORING OFFERING WITH
PANORAMIC POWER'S LOW-COST WIRELESS ENERGY MONITORING AND ANALYTICS**

TSX VENTURE EXCHANGE: SMS

FOR IMMEDIATE RELEASE

Toronto, Ontario – November 18, 2014 – SustainCo Inc. (the “Company” or “SustainCo”) (TSXV:SMS) is pleased to announce that its operating group SustainCo Solutions and Services has expanded its Performance Monitoring services with the addition of low-cost wireless device-level energy monitoring and analytics for customers. SustainCo has entered into a strategic partnership with Panoramic Power to provide unmatched visibility into device level energy consumption, which includes analytics, reports and alerts for Canadian customers.

Customers will have real-time visibility into operations and energy loads. Panoramic Power’s PowerRadar analytics platform analyzes the data and SustainCo energy experts make ongoing recommendations to enhance and optimize system and building performance while reducing customers’ utility bills. SustainCo will be responsible for all installations and professional services of this real-time energy monitoring system.

According to a study by Navigant Research, Global Industrial Energy Management Systems (IEMS) are estimated to grow from \$11.3 billion in 2013 to \$22.4 billion by 2020, and with North America leading the double-digit growth.

“This low-cost solution will enable us to provide customers with immediate visibility into their total utility impact. We believe that this solution is a differentiator in the market place and continues to build on our complete solution offerings,” stated Emlyn David, CEO of SustainCo.

“We are pleased to partner with SustainCo for Canada and look forward to providing significant value to their customers with our unique, device-level energy management solution,” said Yaniv Vardi, CEO of Panoramic Power. “Our partnership will allow SustainCo customers to accelerate the execution of their energy programs with unmatched visibility into energy consumption and operations, reducing energy costs, improving system level performance and enabling control over real time pricing.”

About SustainCo

SustainCo is a leading provider of sustainable infrastructure solutions and services. SustainCo operates through its two groups, CleanEnergy Developments and SustainCo Solutions & Services.

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

SustainCo Solutions & Services provides comprehensive building performance services, incorporating full life cycle asset optimization, finance, 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 has offices across Canada including, Halifax, Montreal, Pembroke, Ottawa, Vaughan, Toronto, and Calgary. For more information, visit www.sustainco.ca.

About Panoramic Power

Panoramic Power, the leading provider of device level energy management solution, enables businesses to optimize their energy consumption and improve system level performance and facility operations. Using an affordable real-time wireless sensor technology and a cloud-base analytics solution, companies across a wide range of industries gain critical and continuous insights into their energy usage and are able to optimize operations, processes and maintenance resources. *For more information, visit www.panpwr.com.*

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 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 Toronto Stock Exchange (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.

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