

## News Release

Wednesday, October 29, 2008

### Syntaris Launches New Brand at IPPBC Conference

Vancouver, BC—Syntaris Power successfully debuted a new company brand at the Independent Power Producers of BC (IPPBC) 6th Annual Conference, the largest independent power conference in British Columbia.

*“The new brand is designed to be friendly, light and environmentally focused”, says Kevin Boothroyd, Syntaris Power’s Vice President of Corporate Communications and Public Affairs. “We did away with much of the heavy descriptive language and excessive industry jargon that is commonplace in the industry and even developed our own communications style to support the brand, which we call West Coast Business Casual. We’ve received a lot of really positive feedback from investors, key stakeholders and industry leaders”, adds Boothroyd.*

As a double platinum sponsor with BC Hydro and the British Columbia Transmission Company (BCTC), Syntaris Power showcased the new brand through the company tradeshow booth in the Oxford VIP Room, hosting an “After Hours,” social, and distributing tasty smoothies in corporate branded recyclable cups to conference attendees. The new brand will be profiled through 2009 at two industry related events: The BC Power Conference in January and The BC Power Summit in March.

#### **About Syntaris Power Corporation:**

Syntaris Power Corporation, formerly Max Pacific Power, is a Vancouver-based green energy company committed to sourcing, developing and operating clean, renewable hydro electric energy projects in the Province of British Columbia. With an impressive hydropower development portfolio representing a total of over 600 Megawatts of expected energy, the company’s projects have the potential to bring socio-economic benefits to First Nations and local communities. Syntaris projects are an integral part of British Columbia’s long-term energy strategy to become energy self sufficient and create a legacy of safe, clean, renewable power for future generations.

For more information about Syntaris Power, visit the company website at [www.syntaris.com](http://www.syntaris.com)