



For Immediate Release



Pioneering & the National Aboriginal Housing Association Partner to Bring Safe-T-element® to Aboriginal Housing Corporations throughout Canada

A Partnership focused on promoting both fire prevention and job creation.

Ottawa, Ontario (October 9th, 2008) – Pioneering Technology Corporation of Mississauga, Ontario, has developed technology to reduce the number of kitchen fires in homes using electric ranges. Specially designed stove elements, which produce enough heat for cooking but not enough to ignite oil or other common household materials, are installed in place of conventional heating elements.

October is National Fire Prevention Month in North America, a time where the Fire prevention community focuses on fire safety education. This year's campaign is themed "Prevent Home Fires". The number one cause of home fire in North America is cooking. So its no surprise that Pioneering and the National Aboriginal Housing Association (NAHA) of Ottawa, Ontario, picked National Fire Prevention Week, to announce that they recently entered into a partnership to promote and market the Safe-T-element technology to NAHA's membership. Pioneering and NAHA are currently developing a separate single purpose corporation that will serve as a Safe-T-element distribution company to the Aboriginal client base, including First Nations, both on and off reserve. It is anticipated that this will create revenue for NAHA and jobs for its constituents.

NAHA is a membership-based organization representing the interests of urban and other non-reserve Aboriginal housing corporations and shelter providers across Canada. There are over 110 existing urban Aboriginal housing organizations and a number of homelessness and supportive shelters providing services for First Nations, Métis and Inuit peoples. NAHA was created to link such organizations by providing support in strategic planning and national policy development, and to advance the housing goals of all non-reserve Aboriginal housing interests. There are approximately 10,000 urban Aboriginal housing units, 9,000 units under CMHC's Rural and Native Housing Program as well as many thousands of on-reserve rental units across Canada.

Charles Hill, Executive Director of NAHA said, "Cooking fires contribute to a large number of fire incidents in Aboriginal Housing throughout this country. NAHA and its membership believe the Safe-T-element product will assist in the reduction of these very tragic and sometimes deadly fires. In addition this partnership opportunity represents a revenue generating and job creation model that we hope will serve as a model for future NAHA private venture partnerships."

Pioneering CEO Kevin Callahan said, "We are very proud to be working with NAHA to not only help them better protect their constituents but also to have the opportunity to work closely with their organization in this ground breaking initiative that we both hope will pave the way for NAHA's pursuit of other private venture deals."

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National Aboriginal Housing Association/Association Nationale d'Habitation Autochtone (NAHA/ANHA)

The National Aboriginal Housing Association (NAHA/ANHA) was incorporated in 1994 to promote the interests of non-reserve Aboriginal housing corporations in cities, towns and the north. NAHA's mission is to help build safe and healthy Aboriginal communities by supporting Aboriginal housing corporations to achieve standards of excellence in the management and delivery of quality affordable housing and counseling support services to Aboriginal tenants and potential homeowners.

About Pioneering Technology Inc. & the Safe-T-element® (STE) cooking system

Pioneering is an "**Energy Smart**" product innovation company based in Mississauga, Ontario, that engineers and brings to market energy smart solutions for consumer products making them safer, smarter and/or more efficient. The patented Safe-T-element® cooking system was engineered to help prevent stove top cooking fires, the number one cause of fire in North America, and to reduce the amount of electricity required to cook. The Safe-T-element® cooking system is available as both a retrofit and pre-installed on new stoves. Pioneering trademarks include Safe-T-element®, Powergrill™, Battery Eliminator®, Safe-T-sensor™, Powerpak™ and the Hydro-free Furnace Fan™. For more information visit: www.pioneeringtech.com or for a media kit <http://www.pioneeringtech.com/Pioneering/Pages/Company/Media/Default.aspx>

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