



**SUSTAINCO AWARDED “BEST SMART BUILDING SOLUTIONS”
BY THE NEW ECONOMY MAGAZINE 2015 CLEAN TECH AWARDS**

TSX VENTURE EXCHANGE: SMS

CANADIAN SECURITIES EXCHANGE: SMS.DB

FOR IMMEDIATE RELEASE

Toronto, Ontario – October 5, 2015 – SustainCo Inc. (the “Company” or “SustainCo”) (TSXV:SMS, CSE:SMS.DB) is pleased to announce that SustainCo Solutions & Services, through its wholly owned investee, VCI Controls Inc., has been awarded “Best Smart Building Solutions” by The New Economy Magazine 2015 Clean Tech Awards, from London, U.K.

The “Best Smart Building Solutions” Award was awarded to SustainCo for its unique customer-centric approach in capturing additional device-level data points, in order to drive evidence-based measures and produce maximum energy savings/reductions with no-to-low capital costs by the customer.

Now in their seventh year, The New Economy's Awards honor and recognize companies around the world whose ideas, achievements, projects and solutions reflect innovation, long-term vision and leadership. Elements considered include research and development initiatives, overall strategy, and sustainability approach and achievements.

The magazine's winter issue announcing the full slate of awards and recipients will be shared with subscribers in North America, Europe and Asia, and distributed at the World Economic Forum in Davos (Switzerland) in late January 2016. Detailed information will also be published on the London-based media company's website.

“This international recognition demonstrates the success of our progress to turn our investee into a leading energy management company,” stated Emlyn David, CEO of SustainCo. *“Receiving this award further validates the hard work and dedication of all employees at SustainCo.”*

About SustainCo Inc.

SustainCo is a diversified investment company focused on Impact Investing in areas of sustainability. SustainCo invests in growth, game-changing and early-mover companies in areas focused on sustainability, energy efficiency, water resources, building performance management. SustainCo focuses on driving enterprise value in our investee companies through thought leadership, industry, financial and operational expertise to be an investor and strategic partner of choice.

Since 2011, SustainCo has managed several investments in disparate solutions and services companies to create a leading energy efficiency and clean energy platform through its investment pillars of SustainCo Solutions & Services and CleanEnergy Developments.

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 award-winning, 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.

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.

The CSE does not accept responsibility for the adequacy or accuracy of this release.

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