



For Immediate Release

## **PIONEERING TECHNOLOGY'S SAFE-T-ELEMENT™ RECEIVES PRESTIGIOUS AWARD IN THE UNITED STATES FOR PRODUCT INNOVATION**

**Washington, D.C. (July 5, 2006)** – Pioneering Technology Inc. of Mississauga, Ontario (TSX-V: PIO), (“Pioneering”) was presented with the U.S. Home Safety Council’s prestigious Commendation Award for Product Innovation for Consumer Safety at the 2<sup>nd</sup> Annual Salute to Home Safety Awards Dinner on June 8<sup>th</sup> in Washington, DC.

Pioneering’s Safe-T-element™ cooking system was recognized for its outstanding contribution to home safety.

“Manufacturers are a valuable partner in the Home Safety Council’s ongoing efforts to create safer American homes and Pioneering [shares our commitment](#) to protecting those who are most vulnerable,” said Home Safety Council president Meri-K Appy. “We applaud Pioneering’s efforts and we are honored to present them with this award.”

“We are honored to be recognized with this award and proud of the Safe-T-element™ cooking system’s contribution to helping prevent the number one cause of household fire in North America,” said Kevin Callahan, Pioneering’s President and CEO. “The Home Safety Council’s highly recognized Commendation Seal will now appear on all of our packaging and marketing materials helping to support the sales efforts of our growing North American Safe-T-element™ dealer network.”

Pioneering is committed to developing innovative products that make people’s lives safer and more energy efficient. The Safe-T-element™ cooking system is a patented technology that helps prevent stove top cooking fires by controlling the stove top’s temperature, prohibiting the ignition of cooking oils and other household materials, without sacrificing cooking efficiency AND reducing the amount of electricity required to cook.

The Home Safety Council’s Commendation Award for Product Innovation for Consumer Safety was established in 2004 to acknowledge manufacturers for their contributions to reducing home injury risks by implementing proactive safety programs and developing innovative products that improve consumer safety.

### **About the Salute to Home Safety Awards Dinner and the Home Safety Council**

The Home Safety Council’s annual Salute to Home Safety Dinner took place on June 8 at the J.W. Marriott in Washington, D.C. to honor those who have made outstanding contributions in the field of home safety. Originally founded in 1993 by Lowe’s Home Improvement Warehouse, the Home Safety Council (HSC) is today the only national non-profit organization solely dedicated to preventing home related injuries that result in nearly 20,000 deaths and 21 million medical visits on average each year (cooking fires are one of the leading causes). Through national programs, corporate partnerships and the support of volunteers, HSC educates people of all ages to be safer in and around their homes. The Home Safety Council is a 501(c) (3) charitable organization located in Washington, DC. [www.homesafetycouncil.org](http://www.homesafetycouncil.org)

### **About Safe-T-element™ and Pioneering Technology Inc.**

Pioneering’s patented, Safe-T-element™ cooking system was engineered to help prevent cooking fires (the #1 cause of household fire in North America) and reduce the amount of electricity required to cook. Pioneering is an “Energy Smart” product innovation company based in Mississauga, Ont., that creates platform and derivative technologies that manage, control and transform heat into useful forms of energy. Pioneering engineers and brings to market energy smart solutions for consumer products making them safer, smarter and/or more efficient. For more information visit: [www.pioneeringtech.com](http://www.pioneeringtech.com) or [www.safetelement.com](http://www.safetelement.com).

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