

MO.P.S.C. SCHEDULE NO. 5 1st Revised SHEET NO. 239CANCELLING MO.P.S.C. SCHEDULE NO. 5 Original SHEET NO. 239

APPLYING TO

MISSOURI SERVICE AREA**RESIDENTIAL ENERGY EFFICIENCY****Lighting Program****Purpose**

The Lighting Program (Program) is intended to reduce energy use in residential lighting by encouraging selection of ENERGY STAR®-qualified products through Market Transformation efforts.

Availability

Residential customers may participate in the Program by purchasing program ENERGY STAR® Compact Fluorescent Lamps (CFLs) and LED lighting products in addition to ENERGY STAR fixtures from participating Program Partners.

***Definitions**

Those definitions applicable pursuant to the Residential Energy Efficiency Definitions section.

***Program Provisions**

The Program Administrator (Applied Proactive Technology, Inc.) will provide Program services to Program Partners for the purpose of increasing awareness, sales, and market share of residential ENERGY STAR® qualified products promoted by the Lighting Program.

Retail promotions will be made available at stores located within the Company's electric service territory. Activities included in the Program may include:

- a. **Mark-downs:** Mark-downs are price reductions offered by retail Program Partners to increase sales of a specific product. The goal of the mark-down is to develop a cost reduction, making the lighting product more appealing to the consumer while at the same time creating an opportunity to educate consumers on the benefits, applications, emerging technologies and even proper disposal of CFLs.
- b. **Instant Rebate Coupons:** Each Participant will receive either a rebate as an instant credit or an instant rebate coupon at check out. Instant rebate coupons will be accessible at Program Partner locations where point of sale technology is not available.
- c. **Point of Purchase Display Materials:** Program in-store display material will be created and distributed to Program Partners to highlight shelf displays of incented products, educate, build awareness, and motivate purchases.

* Indicates Revision

DATE OF ISSUE October 25, 2011 DATE EFFECTIVE November 24, 2011ISSUED BY Warner L. Baxter President & CEO St. Louis, Missouri
NAME OF OFFICER TITLE ADDRESS

MO.P.S.C. SCHEDULE NO. 5 1st Revised SHEET NO. 240CANCELLING MO.P.S.C. SCHEDULE NO. 5 Original SHEET NO. 240

APPLYING TO

MISSOURI SERVICE AREA**RESIDENTIAL ENERGY EFFICIENCY****Lighting Program**

- d. **Listing on the ActOnEnergy.com website:** Participating Program Partners will be listed on the ActOnEnergy.com website with store name and location listed as well as any in-store promotions being offered.
- e. **Retailer Training and Refresher Training:** Program Administrator will conduct in-store training for all staff available at each Program Partner location to fully explain the benefits and importance of ENERGY STAR®; explain what incented products are in the Program; and discuss specific attributes of those products.

Additional program details for customers wishing to purchase Eligible Energy Efficiency Lighting Products and for potential partners wishing to participate in the program will be provided on the Company's website www.ActOnEnergy.com or by calling the Residential Energy Efficiency contact center toll free 1.888.389.1446.

***Eligible Energy Efficient Lighting Products**

The following Energy Efficient Lighting Products are eligible for program benefits and incentives through participating Program Partners:

Lighting Program Measure	Maximum Incentive Amount per Unit
ENERGY STAR® screw-in compact fluorescent lamps (CFLs)	\$ 2.00
ENERGY STAR® screw-in compact fluorescent specialty lamps (CFLs)	\$ 4.00
ENERGY STAR® screw-in compact fluorescent reflector lamps (CFLs)	\$ 4.00
ENERGY STAR® screw-in LED lamp	\$15.00
ENERGY STAR® screw-in LED specialty lamps	\$15.00
ENERGY STAR® Compact fluorescent fixtures both portable and hard-wired	\$15.00

***Term**

The services offered under this program shall end on June 30, 2012. No incentives will be provided on activities conducted after this date.

* Indicates Revision

DATE OF ISSUE October 25, 2011 DATE EFFECTIVE November 24, 2011

ISSUED BY Warner L. Baxter President & CEO St. Louis, Missouri
NAME OF OFFICER TITLE ADDRESS

MO.P.S.C. SCHEDULE NO. 5 1st Revised SHEET NO. 241

CANCELLING MO.P.S.C. SCHEDULE NO. 5 Original SHEET NO. 241

APPLYING TO MISSOURI SERVICE AREA

* This Sheet Reserved for Future Use

* Indicates Revision

MO.P.S.C. SCHEDULE NO. 5 1st Revised SHEET NO. 241.1

CANCELLING MO.P.S.C. SCHEDULE NO. 5 Original SHEET NO. 241.1

APPLYING TO MISSOURI SERVICE AREA

* This Sheet Reserved for Future Use

* Indicates Revision