

APPLYING TO

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

The purpose of the Residential Energy Efficiency Program is to proactively impact residential customer energy use in such a way as to reduce consumption of electric energy and/or reduce peak demand levels. The goal of these programs is to acquire the demand side resources identified through the Company's Integrated Resource Planning effort in an appropriate and cost-effective manner.

Availability

Services under this tariff shall be available to current residential customers in the Company's Missouri service area being served under the Residential Service Rate 1(M) and for certain residential qualifying use in multi-family dwellings under either the Small General Service Rate 2(M) or the Large General Service Rate 3(M). However, application of specific program provisions may be restricted to customers with certain attributes as described in the Detailed Program Descriptions section of this tariff. Some programs may also require that services be phased-in on a geographical or other basis to better manage resources. Some services may only be available through participating installers and retailers. Availability of services under this tariff shall be limited by the Company's budget of up to \$42.7 million for payment of incentives and administration of the programs.

Term

This tariff shall be effective through September 30, 2011 and will terminate thereafter unless extended. Specific individual program Term provisions are contained within each individual program tariff.

Description

The reductions in energy consumption and demand will be accomplished through a variety of programs identified in the Company's Integrated Resource Plan filed in Case No. EO-2007-0409, although certain details of the programs may be modified to more effectively and efficiently achieve the program results. The program currently included in this tariff is:

Lighting and Appliance Program

Program offerings, structures, availability, and incentives may be adjusted to respond to market conditions in order to achieve the desired energy and demand reductions.

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RESIDENTIAL ENERGY EFFICIENCY (cont.)

Additional program details such as process flows, application instructions, application forms, etc., will be provided on the Company's Residential Program website, www.UEfficiency.com or by calling the Residential Energy Efficiency contact center toll free 1-866-941-7299.

Definitions

Evaluation, Measurement, & Verification (EM&V) Contractor - The Company has contracted with The Cadmus Group, Inc. (Cadmus) to provide impact and process evaluations on the programs provided under this tariff.

Incentive - Any consideration provided by the Company, through the Program Administrator, which encourages the adoption of energy efficient equipment, systems, or practices. Incentives may consist of, but not be limited to, rebates, discounts, education, technical analysis, special financing, and alternative rate structures and may be provided directly to end-use customers as well as manufacturers, installers, and retailers.

Market Transformation - A strategy that promotes the manufacture and purchase of energy-efficient products and services. The goal of this strategy is to induce lasting structural and behavioral changes in the marketplace, resulting in increased adoption of energy-efficient technologies.

Measure - An end-use measure, as defined in 4 CSR 240-22.020(15), (17), and (18).

Participants - End-use customers and/or manufacturers, installers, retailers, and community based organizations providing qualifying products or services to end-use customers.

Program Administrator - The Company has contracted with Lockheed-Martin as Program Administrator to provide program design, promotion, administration, implementation, and delivery of services.

Program Year - shall mean the period April 24, 2009 through September 30, 2009 for the first Program Year and twelve (12) months ending September 30 of each year for subsequent Program Years.

Residential Facilities - Residential Facilities shall include individually metered residences and apartments consisting of one or more rooms for the use of one or more persons as a housekeeping unit with space for eating, living and sleeping, and permanent provisions for cooking and sanitation as well as single-metered residential buildings, including common areas used exclusively by the tenants.

Residential Customer - An individual that occupies a dwelling unit served under the Company's Residential Service Rate 1(M) or is financially responsible for electric service for that unit.

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Total Resource Cost Test (TRC) - A test of the cost-effectiveness of demand-side programs that compares the sum of avoided utility costs plus avoided probable environmental costs to the sum of all incremental costs of end-use measures that are implemented due to the program (including both utility and participant contributions), plus utility costs to administer, deliver and evaluate each demand-side program to quantify the net savings obtained by substituting the demand-side program for supply resources.

Funding

Expenses incurred by the Company associated with the research, design, promotion, administration, implementation, and evaluation of services under this tariff shall be accumulated in the appropriate Regulatory Asset Account(s), as authorized by the Missouri Public Service Commission (Commission) in Case No. ER-2007-0002. The expenses will be reviewed for prudence and considered for recovery in future rate cases. A budget of up to \$42.7 million has been allocated to programs under this tariff through September 30, 2011.

Program Evaluation

The EM&V Contractor will provide impact and process evaluation, measurement, and verification of the services provided under this tariff based on calculated and measured data. The EM&V Contractor will provide annual reports in March of 2010, 2011, and 2012 with net energy impacts for the Program Year and recommendations for improvements to the program for the following year, if applicable. These annual reports will include an impact and process evaluation for the individual programs under this tariff, as well as an impact and process evaluation for the Residential Energy Efficiency tariff in its entirety. The EM&V Contractor will provide a final report covering the full program term by June 2012 with all impact and process evaluation findings. The Commission Staff (Staff) will be provided a copy of the annual report and final report evaluations.

Detailed Program Descriptions

The following pages contain descriptions and terms for the individual programs being offered under this tariff.

Program Measures Change Process

As conditions warrant, certain Measures and Incentives provided under the programs covered by this tariff may be revised. Revisions to Measures and Incentives will be requested through the normal tariff revision process with the expectation of an expedited 10 day approval process, where possible.

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Lighting and Appliance Program

Purpose

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

Availability

Residential customers may participate in this program by purchasing any of the ENERGY STAR® qualified products listed in this tariff from participating Program Partners.

Definitions

Eligible Energy Efficiency Product - Products incentivized in the Program which are pre-screened and pass the Probable Environmental Benefits test (B/C) as defined in 4 CSR 240.22.050 Electric Utility Resource Planning, the results of which must be presented to and approved by AmerenUE. All incentivized products must pass $TRC > 1$, but exceptions are allowed for measures with a $TRC > .8$ if they:

- Are a catalyst for other measures;
- Increase Energy Efficiency attractiveness to customers; and
- Minimize confusion of purchases giving lift to other qualifying measures.

Program Partner - A retailer, distributor, or manufacturer of ENERGY STAR® qualified products who has met the qualifications and executed the necessary agreements for participating in the Lighting and Appliance Program.

In addition, those definitions applicable pursuant to the Residential Energy Efficiency Definitions section.

Program Provisions

The Program Administrator will provide program services to Program Partners and directly or indirectly to customers for the purpose of increasing awareness, sales, and market share of residential ENERGY STAR® qualified products listed in the Eligible Energy Efficient Lighting and Appliance Products section.

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

- a. **Special Promotions:** Cooperatively incentive-funded Special Promotions to promote eligible ENERGY STAR® qualified products. Special Promotions include print, radio, TV, Web, in-store, and all other types of promotion that meet the Program's criteria as listed in the Program Partner Agreement. Incentives of up to 50% of the cost of the promotion (not to exceed the maximum allotted incentive amount for the promotion period) are available for Special Promotions.

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Lighting and Appliance Program (cont.)

- b. **Market Share Incentives:** Market Share Incentives are offered to retail Program Partners in addition to Special Promotion incentives as a means of increasing sales of a specific ENERGY STAR® product (e.g. room air conditioners). Market Share Incentives are available to Program Partners achieving a pre-determined market share percentage of ENERGY STAR® sales of the featured product. The incentive amount is determined based on a predetermined increase in the individual Program Partner baseline sales data.
- c. **Buy-downs/Mark-downs:** Buy-downs generally focus on lighting products and are submitted as a Special Promotion by either a manufacturer or retailer Program Partner in alliance with the manufacturer. Mark-downs are price reductions offered by retailers to increase sales of a specific product. The goal of the buy-down/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, and disposal of CFLs and other eligible products.
- d. **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, build awareness, and motivate purchases.
- e. **ENERGY STAR® Qualified Products Labeling:** Program Administrator will assist retail Program Partners with labeling all eligible ENERGY STAR® qualified products displayed in the showroom with an approved ENERGY STAR® label.
- f. **Product Lists:** Program Administrator will acquaint Program Partners with available up-to-date product lists that can be downloaded and printed by the Program Partner from the ENERGY STAR® website. These lists can also help encourage the expansion of the Program Partner's in-stock ENERGY STAR® product lines.
- g. **Sales Tools for Program Partners:** Sales tools such as sizing guides and savings calculators can be important aids to retail Program Partners and will be developed or obtained when possible by the manufacturers of eligible ENERGY STAR® products and provided to Program Partners for use with certain market share promotions.
- h. **Listing on the UEfficiency.com website:** Participating Program Partners will be listed on the UEfficiency.com website with store name and location listed as well as any in-store promotions being offered at the current time.
- i. **Retailer Training and Refresher Training:** Program Administrator will conduct initial and annual formal in-store training for all staff available at each participating 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.

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Lighting and Appliance Program (cont.)

j. **Direct/Indirect Customer Incentives:** Program Administrator may make available, either directly or indirectly through Program Partners, rebates and incentives on certain approved ENERGY STAR® products.

Additional program details for customer wishing to purchase Eligible Energy Efficiency Lighting and Appliance Products and potential partners wishing to participate in the program will be provided on the Company's website www.UEfficiency.com or by calling the Residential Energy Efficiency contact center toll free 1-866-941-7299.

Eligible Energy Efficient Lighting and Appliance Products

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

- ENERGY STAR® screw-in compact fluorescent lamps (CFLs),
- ENERGY STAR® dehumidifiers,
- ENERGY STAR® freezers,
- ENERGY STAR® window air conditioners,
- ENERGY STAR® ceiling fans,
- ENERGY STAR® lighting fixtures,
- ENERGY STAR® torchieres,
- ENERGY STAR® dishwashers,
- ENERGY STAR® refrigerators,
- ENERGY STAR® room air cleaners, and
- ENERGY STAR® water coolers.

Term

The services offered under this program shall end on September 30, 2011 and no further services will be provided beyond that date unless the term is extended. No incentives will be provided on activities conducted after the termination date above.

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