



Change A Light, Change The World 2008 Campaign

**Summary Report, Results, and Lessons Learned
April 15, 2009**



Midwest Energy Efficiency Alliance
645 N. Michigan Avenue
Suite 990
Chicago, IL 60611

Table of Contents

Promotion Sponsors	4
Contractors.....	4
Industry Partners	4
Promotion Strategy	5
Promotion Design and Process	5
Coordination	5
Roles and Responsibilities	5
Target Markets.....	6
Product and Pricing.....	7
Quantity Restriction.....	9
Allocation Strategy	9
Retailer Recruitment.....	9
Advertising.....	10
Point of Purchase Materials	10
Results.....	11
Lessons Learned	12
Attachment A - Participating Retailers	13
Attachment B - Cooperative Ads.....	19
Attachment C – Directional Sign.....	20
Attachment D - Price Point & Shelf Shouter.....	21
Attachment E - End Cap Sign.....	22
Attachment F – Coupon.....	23
Attachment G - Speaking Points.....	24
Attachment H – Media Releases (sampling)	26

Introduction

The U.S. Environmental Protection Agency (EPA) introduced the national Change a Light, Change the World fall lighting campaign in 2001. The campaign serves as a framework for cooperation between national, regional, and local ENERGY STAR partners in delivering a coordinated message to the public regarding the energy-saving benefits of qualified lighting products. This was the eighth year that MEEA has participated in the national Change a Light promotion. The goals of the promotion were as follows:

- Achieve unit sales of 149,857 ENERGY STAR labeled CFLs and corresponding energy savings.
- Raise consumer awareness of the energy-saving and environmental benefits of using ENERGY STAR qualified CFLs
- Increase consumer recognition of the ENERGY STAR label
- Establish a low price point for CFLs in targeted markets
- Leverage state and utility dollars to gain the investment of resources in the promotion by manufacturer and retailer partners
- Demonstrate to retailers that investing in the promotion of ENERGY STAR qualified CFLs can be financially profitable and yield positive public relations

Achieving these objectives required a coordinated effort involving state, utility, manufacturer, and retailer sponsors in three states (IN, MO & MN) in addition to the program implementer, Wisconsin Energy Conservation Corporation (WECC). Thanks to the combined efforts of these partners, the promotion achieved the following results:

- 86,356 ENERGY STAR qualified CFLs were purchased in three states
- 4,412,783 kWh annual savings with the CFLs sold through the promotion
- 30,889,480 kWh will be saved over the life of the CFLs
- 22,059 Midwest consumers were served
- Advertising, point of purchase materials, and education by trained retail associates raised consumer recognition of the ENERGY STAR label and awareness of the benefits of qualified CFLs
- Over \$47,000 in matching rebate contributions were leveraged from MEEA's manufacturer and retailer partners
- 77 retail locations participated

Enough energy will be saved throughout the life of the CFLs sold during the campaign to power 2,663 homes for one year and to keep 37,067 tons of carbon dioxide from being released into the atmosphere. These and various other public benefits generated by the effort have produced some notable successes. This report details the process of organizing the campaign and its results.

Promotion Sponsors

MEEA received funding from 12 sponsors across the region for the 2008 campaign including:

- Boone Electric (Missouri)
- Columbia Water and Light (Missouri)
- Crawford Electric Cooperative (Missouri)
- Missouri Department of Natural Resources
- Independence Power and Light (Missouri)
- Kansas City Power and Light (Missouri)
- Empire District Electric Co. (Missouri)
- Minnesota Department of Commerce
- Moorhead Public Service (Minnesota)
- Alexandria Light & Power (Minnesota)
- Southern Minnesota Municipal Utility Association
- Indianapolis Power and Light (Indiana)

Access to the promotion was offered to retailers in Missouri, Indiana and Minnesota. Targeted markets included: Kansas City (MO), Joplin (MO), Columbia (MO), Rochester (MN), and Indianapolis (IN). Refer to Attachment A for a full list of participating retailers and their locations. As in previous years, MEEA coordinated its efforts with Wisconsin's Focus on Energy program, as well as other regional organizations participating in the Change a Light campaign. This cooperation enabled MEEA to increase leverage with industry partners and benefit from economies of scale in the design and production of promotional materials and advertising.

Contractors

MEEA selected Wisconsin Energy Conservation Corporation (WECC) to implement the 2008 Change a Light campaign for the eighth year in a row. The promotion was modeled after successful CFL promotions that WECC had designed and implemented for Focus on Energy in Wisconsin. Working with WECC simplified regional coordination because WECC was already implementing the promotion for Focus on Energy in Wisconsin, Minnesota Power, Otter Tail Power, and Great River Energy in Minnesota, as well as Alliant Energy and MidAmerican Energy in Iowa. Coordination with WECC allowed for the campaign to appear seamless to consumers across the Midwest and afforded MEEA greater leverage with which to negotiate favorable terms with manufacturers and retailer partners. WECC demonstrated expertise in negotiating financial and logistical contributions from industry partners, recruiting retailers, organizing advertising in local markets, and administering the fulfillment of incentives.

EA Langenfeld (GE Rep group) was instrumental in delivering POP signage, rebate coupons, and faxing updates to the Ace Hardware, True Value, and Do it Best stores in all states. EA Langenfeld also assisted in the initial recruitment of stores in MN, MO, and IN.

Industry Partners

MEEA and WECC (on behalf of Focus on Energy, Minnesota Power, Otter Tail Power, Great River Energy, Alliant Energy, and MidAmerican Energy) issued a joint request for proposals to collaborate on the Change a Light promotion to manufacturers and retailers. Through a competitive bid process, Ace Hardware Corporation, Do It Best, True Value with manufacturer General Electric (GE) were selected as the primary retailer/manufacturer teams* to support the promotion. The decision to select these retailers was determined by the following factors:

- Ace Hardware had the widest distribution of stores throughout each sponsor's service territory of any retailer. In select areas where the number of Ace stores is limited, True Value and Do it Best retailers were also selected.

- Ace retailers along with GE had hosted the promotion for the last seven years, which allowed MEEA and WECC to build on existing relationships and avoid the expense of building new ones.
- GE's offer of financial support including a \$.55 contribution to a \$2 instant rebate, cooperative advertising support, and printing of point of purchase materials (POP) was greater than their competitors.
- GE was the only manufacturer to offer the use of its merchandising contractors (EA Langenfeld) to provide in-store support including recruiting stores as well as retailer training at select stores.

* Please note that in the Kansas City Power and Light and Columbia Water and Light service areas, MEEA also worked with Globe and HyVee Grocery stores. This decision was made due to the fact that there were limited participating Ace Hardware stores in this service area. The product offering at these HyVee locations and financial support from Globe was very similar to the Ace Hardware program.

Promotion Strategy

In order to achieve a sustainable increase in the penetration of ENERGY STAR qualified CFLs in targeted markets, a promotion must work to expand both supply and demand. To accomplish this, MEEA once again chose to employ a combination of pushing and pulling strategies for the Change a Light, Change the World campaign.

- ♦ **To facilitate supply (market pull):** Program resources were leveraged to gain financial and logistical support from CFL manufacturers and retailers, vesting their interest in the success of the promotion. These partnerships allowed MEEA to influence the product and price offered through the promotion. In addition, MEEA gained Ace Hardware, Do it Best, True Value, and GE's endorsement of the campaign.
- ♦ **To increase demand (push):** The program utilized a \$2 instant rebate at Ace Hardware, Do it Best, HyVee and True Value locations, coupled with consumer education on the benefits of CFLs through radio, print advertising, press releases, and point of purchase materials.

Promotion Design and Process

Coordination

A "top down" communication strategy was utilized to leverage existing manufacturer and retailer infrastructure and communication channels in the coordination of the Change a Light promotion. This approach increased the promotion's effectiveness while holding down costs.

Manufacturer and retailer buy-in is key to the success of any retail-based promotion initiated by a third party. To ensure buy-in, MEEA and WECC worked closely with the Ace Hardware, True Value, and Do it Best Cooperative to design a promotion that would appeal to independently-owned hardware stores. In addition, Ace Hardware used its buying power to help MEEA and WECC negotiate favorable terms with GE.

Many of the Ace Hardware retailers organize themselves into regional advertising cooperatives designed to share the cost of advertising in their respective markets. Moving down the distribution chain, WECC worked with these regional groups to coordinate the recruitment of individual retailers and the placement of advertising.

This top-down strategy proved effective in quickly gaining buy-in from the stakeholders. Furthermore, it addressed all of the channels necessary to coordinate the efficient distribution of product, promotional materials, and information to participants.

Roles and Responsibilities

MEEA

- Secure funding from sponsors
- Secure commitments for support from industry partners
- Assist in selection of retailer and manufacturer partners
- Approve marketing and other materials that contain sponsor logos
- Provide overall administration of the program

- Work with the various sponsors to secure approval of co-op advertisements

WECC

- Help secure commitments for support from industry partners
- Recruit advertising groups and individual retailers
- Communicate with retailers and manufacturer merchandising reps regarding instant rebate procedures and advertising
- Coordinate advertising
- Provide retailers with in-store support and training
- Administer the fulfillment of the instant rebate
- Coordinate activities among industry partners
- Oversee delivery of POP signage and in-store coupons

General Electric/ Globe Electric

- Supply product
- Print and help distribute POP materials
- Provide field support
- Contribute \$.55 toward the \$2 instant rebate

E.A. Langenfeld

- Assist with delivery of the POP materials in Minnesota, Indiana, and Missouri
- Provide training to retailers in the above-listed states
- Track and manage the order allocation
- Send out broadcast fax communication to stores notifying them of the availability of CFLs for the promotion
- Provide WECC with weekly updates on orders in order to track allocation

Ace Hardware, Do it Best, True Value Corporation

- Procure CFL product
- Assist in communication with participating retailers
- Manage product ordering system and warehouse distribution to retailers

Ace Hardware, Do it Best and True Value Retailers

- Merchandise eligible CFLs
- Build and maintain promotional displays
- Provide customers with instant rebate discount
- Submit instant rebate claim forms for reimbursement

Target Markets

As mentioned previously, funding constraints required MEEA to narrow the scope of the Change a Light promotion to specific targeted markets within each sponsor's service territory. Target markets were selected based on a number of considerations including:

- Sponsor preferences
- The size and composition of local Ace Hardware advertising cooperatives and their volume potential
- The availability of media and cost of advertising
- Proximity to local sponsors' offices
- The existence of any advertising groups

Product and Pricing

The product strategy for the Change a Light campaign was designed to expand the selection of product, while offering maximum value. To accomplish this, the following selection criteria were developed:

- Increase the selection of CFLs by encouraging retailers to offer “specialty type” CFLs
- Choose CFLs that could be offered to consumers for less than \$2 per bulb after the \$2 instant rebate or discount, while remaining profitable for retailers
- Use only ENERGY STAR qualified CFLs in order to ensure quality and performance

The pricing strategy for the promotion aimed to achieve the following goals:

- Provide consumers with an exceptional value as an incentive to try ENERGY STAR qualified CFLs
- Establishing a low price point (before rebate) in targeted markets
- Allow retailers to make a sufficient profit to motivate them to continue to promote ENERGY STAR labeled CFLs

MEEA worked closely with Ace Hardware, Do it Best (DIB), True Value (TV), and GE to choose seventeen or eighteen models of CFLs that could meet all of the aforementioned product and pricing criteria. A \$2 instant rebate was offered in conjunction with the promotion in order to ensure an exceptional value for participating consumers. This instant rebate was funded cooperatively by state and utility sponsors and GE. The following table details the products, approximate price points, and instant rebates offered during the promotion.

Retailer	MFG	item number	bulb type	*suggested retail after instant rebate
Ace	GE	16460	13w spiral	\$0.99
	GE	15516	20w spiral	\$0.99
	GE	15517	26w spiral	\$0.99
	GE	47484	11w globe	\$5.49
	GE	20708	15w R 30	\$3.99
	GE	47483	26w par 38	\$6.99
	GE	49895	11w bug light	\$4.99
	GE	49894	11w post light	\$4.99
	GE	89091	15w daylight spiral	\$1.99
	GE	89094	20w daylight spiral	\$1.99
	GE	89095	26w daylight spiral	\$1.99
	GE	89623	15w dimmable spiral	\$7.99
	GE	89624	26w dimmable spiral	\$10.99
	GE	47448	12w/23w/32w 3-way	\$5.99
	GE	47485	15w globe	\$5.49
	GE	24691	11w R20 reflector	\$4.99
	GE	21710	15w dimmable R30	\$7.99
True Value	GE	16460	13w spiral	\$0.99
	GE	15516	20w spiral	\$0.99
	GE	15517	26w spiral	\$0.99
	GE	89623	15w dimmable spiral	\$8.49
	GE	89624	26w dimmable spiral	\$11.49
	GE	89091	15w daylight spiral	\$2.99
	GE	89094	20w daylight spiral	\$2.99
	GE	89095	26w daylight spiral	\$2.99
	GE	47448	3-way spiral	\$7.99
	GE	21733	15w Aline covered CFL	\$4.99
	GE	47478	15w R30 reflector	\$4.99
	GE	47483	26w par 38	\$6.99
	GE	47464	14w bug light	\$4.99
	GE	21710	15w R30 dimming CFL	\$10.99
	GE	24691	11w R20	\$4.99
	GE	85384	14w post light	\$4.99
	GE	47484	11w globe	\$3.99
	GE	47485	15w globe	\$3.99
Do it Best	GE	16460	13w spiral	\$0.99
	GE	15516	20w spiral	\$0.99
	GE	15517	26w spiral	\$0.99
	GE	24691	11w R 20	\$3.99
	GE	20708	15w R 30	\$3.99
	GE	47483	26w par 38	\$4.99
	GE	47464	14w bug light	\$4.99
	GE	85384	14w post light	\$4.99
Hy-Vee				
	Globe	83800	13w Ultra Mini Spiral	\$0.99
	Globe	83801	18w Ultra Mini Spiral	\$0.99
	Globe	83802	23w Ultra Mini Spiral	\$0.99

Menards	Sylvania	29437	13w mini spiral	\$0.99
		29773	3 pk 16w R30 flood	\$2.97
		29528	2 pk 9w globe	\$2.97
*pricing may vary depending on individual retailer				

It is important to note that although most retailers followed the suggested retail prices established by MEEA and the corporate offices, a minority chose to sell the bulbs at either a higher or lower price. Because the participating hardware stores are independently owned, Federal antitrust legislation prohibits the standardization of prices, or “price fixing.”

Quantity Restriction

As part of the 2008 promotion, MEEA established a quantity restriction of twelve ENERGY STAR qualified CFLs per instant rebate claim form for purchases made by consumers at retail store locations in all sponsor service areas except Missouri.

A quantity restriction of six ENERGY STAR qualified CFLs per instant rebate coupon was enforced for purchases made at retail locations in Missouri.

Allocation Strategy

In order to prevent oversubscription, MEEA and WECC employed an allocation strategy designed to limit the number of CFLs that retailers could purchase from GE for the promotion. The limit was based on the available rebate budget in each area. Retailers were encouraged to purchase as many CFLs as they thought they could sell prior to the start of the promotion, with the understanding that their orders would be reduced by a percentage across the board in the local state or utility’s area in the event that orders exceeded the allocation. In the event initial orders did not exceed the allocation retailers would be allowed to purchase the remaining CFLs in whatever quantities they wanted on a first-come, first-served basis. WECC issued letters to retailers each time they ordered CFLs alerting them to the maximum number of bulbs they would be allowed to sell using the instant rebate. This program year, however, oversubscription was not an issue, as there was a number of CFLs that were not even brought into the stores. Retailers were hesitant to scale up their CFL inventories this year, due in large part to the sluggish economy that consumers and retailers are facing.

Retailer Recruitment

The recruitment of local retailers in targeted markets across a broad geographic region and on a limited budget was accomplished in part by working through contacts made with the advertising cooperatives during previous promotions. As mentioned previously, many of the participating hardware retailers organize themselves into regional advertising cooperatives for the purpose of sharing in the cost of common advertising. In this way, they benefit from economies of scale, pooling their funds to purchase more prominent advertising than they would be able to buy individually. Working through these groups provides MEEA the same opportunity to benefit from these economies, allowing retailers to negotiate agreements to share in the cost of common advertising with cooperative members. Because these groups choose promotions and place advertising on behalf of the entire group, participation in the promotion was mandatory for all members in the event a majority chose to participate. WECC worked to leverage cooperative advertising dollars to gain the participation of each group in targeted markets. This system for recruitment continues to be highly effective, allowing WECC to play upon the group dynamic and their experience during the previous promotions to quickly recruit retailers in each target market without incurring the costs associated with visiting retailers individually. It also meets Ace Hardware Corporation’s requirement that the promotion be offered to all retailers equally in each market. In more rural areas, and in target markets where there was no group advertising association, EA Langenfeld and WECC staff made personal recruitment visits to prospective stores.

Advertising

The Change a Light advertising strategy was formulated to leverage the public relations value of the promotion and cooperative advertising dollars to gain retailer support for both the placement and cost of advertising. When possible, WECC worked to negotiate 75%-100% matching contributions toward the cost of advertising with each of the Ace Hardware, Do it Best and True Value Hardware individual stores not part of an advertising group. This year MEEA once again created a CFL ad template, and in doing so made the approval process much more efficient. The only requirement was that the retailer needed to use the correct sponsor logo. An example of the ad template is included in this final report (Attachment B).

A budget was set for advertising in each target market based on the cost of advertising, quality of media, and unit sales goals. Each Ace Hardware advertising group used its knowledge of local market conditions and media to customize an advertising plan that maximized the exposure purchased with advertising funds.

The Glad Group in Minnesota included print advertising in newspapers, “shoppers,” and placement in Ace Hardware circulars. The most efficient means of advertising the promotion in a number of markets was through Ace Hardware circulars. The economies of scale achieved by making a “bulk purchase” of advertising in cooperation with the advertising groups allowed the largest possible number of consumers to be touched with the available funds.

MEEA required print advertising to include the Change a Light ENERGY STAR logo, sponsor logos, price after instant rebate, and language stating who sponsored the instant rebate. MEEA mandated that radio advertising mention Change a Light, include language stating who sponsored the instant rebate, and price after instant rebate. It was further recommended retailers communicate the following feature/benefit information in advertising:

- Use 75% less energy than incandescent light bulbs
- Last up to ten times longer
- Save \$30 or more in energy costs over its lifetime
- Produce 75% less heat

The Change a Light logo and theme served to tie the local promotion to other regional and national campaigns. Including sponsor logos and language added credibility to the offering while maximizing the public relations value realized by sponsors. Incorporating feature/benefit information worked to communicate the key selling points for the idea of switching from incandescent light bulbs to CFLs.

Point of Purchase Materials

In order to reduce costs and ensure that MEEA’s sponsors received the most comprehensive in-store display for their dollar, it was decided once again to use a point of purchase (POP) template similar to the materials created for Wisconsin’s Focus on Energy program. Each state’s materials were customized with the logos of only the local sponsors in that state. These eye-catching pieces highlighted the features and benefits of ENERGY STAR qualified lighting including:

- Use of 75% less energy
- Last up to 10 times longer
- Save \$30 or more in energy costs over the CFL’s lifetime

As in previous promotions, WECC coordinated an effort to deliver point of purchase materials to individual stores using E.A. Langenfeld and WECC representatives.

Results

The chart below summarizes the number of CFLs sold, the unit sales goal, number of participating retailers, number of customers served and energy savings gained in each sponsor's service territory.

	MO DNR	Columbia Water and Light	Aquila	Empire District	KCP&L	St Joseph's	MO IPL	Crawford
# participating retailers		3	16	4	10	2	2	5
CFL goal	15,624	7,460	26,728	11,058	24,650	4,250	2,753	5,000
# CFLs purchased by consumers	6,690	2,737	2,780	9,860	22,322	1,551	2,096	712
Annual kWh savings	344,107	139,860	153,249	503,845	1,127,008	79,460	107,105	36,383
Lifetime kWh savings	2,408,747	979,023	1,072,740	3,526,915	7,889,057	556,222	749,738	254,682

	Boone	IP&L	SMMPA	Alexandria	MN DOC	Moorhead	totals
# participating retailers	3	9	18	2		3	77
CFL goal	5,000	14,977	18,000	2,832	6,249	5,276	149,857
# CFLs purchased by sponsor consumers	4,051	13,164	10,478	1,277	5,840	2,798	86,356
Annual kWh savings	207,006	672,679	535,425	65,255	298,423	142,978	4,412,783
Lifetime kWh savings	1,449,040	4,708,753	3,747,973	456,782	2,088,964	1,000,842	30,889,480

Lessons Learned

In some sponsor utility areas, neighboring utility program budgets impact final numbers

In Minnesota, there are numerous utility sponsors participating in the promotion. In many areas of these states, multiple participating utility consumers shop at the same retail locations. When this situation occurs, it is possible that the promotion will need to end even though one of the participating utilities has significantly underspent its budget. This occurred in some of the MN sponsor areas, especially in the Alexandria and Moorhead service territories. The Minnesota Great River Energy Kandiyohi and Runestone Electric coop customers accounted for a large majority of the customers in these areas. In future retailer-based promotions, retailers in high-spillage areas should be assessed to determine which are responsible for a greater portion of the spillage in their utility's service area. Retailers with a very high percentage of spilled product should be removed from the program, or in cases where there are limited alternative retailers, they should have their allocation of bulbs reduced.

Overaggressive goals in troubled economy

There is one overriding lesson that was learned in 2008. It is important to take sales and economic trends into consideration when setting goals. As noted on www.lightsearch.com¹ and according to NEMA's Lighting Systems Index, "the overall CFL trend has been negative as the index fell 7.5% on a year-ago basis and has declined nearly 12% on a cumulative basis since the beginning of 2006." The downturn of the economy also impacted CFL sales in 2008.

Overaggressive goals were especially a problem in the KCP&L territory. Nine stores were added to this year's program in hopes of achieving much higher CFL sales. During strong economic times, the higher goals would have been attainable, but in the current economic climate, nine stores just were not enough. As the sponsor goals and actual CFLs totals illustrate, the negative CFL buying trend affected everyone in all three states; all sponsors fell short of goal. This is a much different scenario than experienced in 2007 when the sales of CFLs were still cresting. On the bright side, a recent study by the Dept. of Energy² speculates that CFL sales will bounce back next year, though perhaps not to the same levels as in 2007.

Conclusion

The 2008 Change a Light promotion was a success in that a significant amount of energy was saved from the CFLs that were sold. However, in a broader sense the 2008 campaign was a discouraging year for the program given that all sponsors arrived short of their sales goals due to factors largely external to the program framework, which has yielded impressive results in years past. MEEA secured funding from 12 sponsors across three states. Additionally, the promotion leveraged over \$47,000 in matching rebate dollars from the manufacturer, not including advertising and point of purchase support. 77 retailers participated in the promotion.

As a result of the 2008 Change a Light promotion, 86,356 CFLs were sold in the region, translating to 30,889,478 kWh savings over the life of the CFLs, saving enough energy saved to keep 37,067 tons of CO₂ from being released into the atmosphere and equaling the removal of over 4,989 cars from the road.

¹ http://www.lightsearch.com/lightnow/2008/1108/1108_lsi.htm

² http://www.energystar.gov/ia/products/downloads/CFL_Market_Profile.pdf
MEEA Change a Light, Change the World 2008 Promotion

Attachment A - Participating Retailers

Indiana, Ace:

CENTRAL ACE HARDWARE	1025 N ARLINGTON AVE	INDIANAPOLIS	IN	46219	317-357-8396
WHITE'S ACE HDW AT GEIST	10941 E 79TH ST	INDIANAPOLIS	IN	46236	317-823-0960
WHITE'S ACE HDW AT NORA	8502 WESTFIELD RD	INDIANAPOLIS	IN	46240	317-731-7050
CENTRAL ACE HARDWARE	5331 W WASHINGTON ST	INDIANAPOLIS	IN	46241	317-244-9569
ACE HARDWARE	1361 W 86TH ST	INDIANAPOLIS	IN	46260	317.257.6453

Indiana, Do it Best:

Sullivan Do It Best	6955 N. Keystone	Indianapolis	IN	46220
Sullivan Do It Best	4838 N. Pennsylvania	Indianapolis	IN	46205
Cardwell (AMI) Do It Best	3205 Madison Ave	Indianapolis	IN	46227

Indiana, True Value:

Fusek's True Value	350 E New York St Ste 300	Indianapolis	IN	46204
--------------------	---------------------------	--------------	----	-------

Minnesota, Ace:

ACE HARDWARE	20 6TH ST SOUTH	MOORHEAD	MN	56560	MN
ACE HARDWARE	9680 FOLEY BLVD	COON RAPIDS	MN	55433	MN
ACE HARDWARE #10148	24 W MINNESOTA AVE	GLENWOOD	MN	56334	MN
ACE HARDWARE #10729	7945 HIGHWAY 55	ROCKFORD	MN	55373	MN
ACE HARDWARE #11874	212 W THIRD ST	MONTICELLO	MN	55362	MN
ACE HARDWARE #12073	1380 E BRIDGE ST	REDWOOD FALLS	MN	56283	MN
ACE HARDWARE #3662	406 BROADWAY	ALEXANDRIA	MN	56308	MN
ACE HARDWARE #4851	120 NORTH 1ST STREET	MONTEVIDEO	MN	56265	MN
ACE HARDWARE #5676	218 MAIN ST	SANDSTONE	MN	55072	MN
ACE HARDWARE #8776	5405 PENN AVE SOUTH	MINNEAPOLIS	MN	55419	MN
ACE HARDWARE #9638	20851 HOLYOKE AVE W	LAKEVILLE	MN	55044	MN
ACE HARDWARE & PAINT	17729 JUNIPER PATH	LAKEVILLE	MN	55044	MN
ACE HARDWARE & PAINT #9572	1300 FIRST ST NE	NEW PRAGUE	MN	56071	MN
ACE HARDWARE & PAINT #9594	14760 PENNOCK AVE	APPLE VALLEY	MN	55124	MN
ACE PAINT & HARDWARE #3099	3098 65TH ST E	INVER GROVE HEIGHTS	MN	55076	MN

ARROW ACE HARDWARE	10 17TH AVE SW	ROCHESTER	MN	55902	MN
ARROW ACE HARDWARE #11081	485 MARSCHALL RD	SHAKOPEE	MN	55379	MN
ARROW ACE HARDWARE #11404	670 S WATER ST	NORTHFIELD	MN	55057	MN
ARROW ACE HARDWARE #8626	208 NORTH CEDAR	OWATONNA	MN	55060	MN
ARROW ACE HARDWARE #8647	1500 NORTH BROADWAY	ROCHESTER	MN	55906	MN
ARROW ACE HARDWARE #8916	201 S MINNESOTA AVE	ST PETER	MN	56082	MN
ARROW ACE HARDWARE #9873	1021 15TH AVE SE	ROCHESTER	MN	55904	MN
CARLSON ACE HARDWARE #3078	16281 MAIN AVE SE	PRIOR LAKE	MN	55372	MN
CHEROKEE HARDWARE	6256 BOONE AVE N	BROOKLYN PARK	MN	55369	MN
D&G ACE HARDWARE	1417 1ST AVE SW	AUSTIN	MN	55912	MN
DANIELS ACE HARDWARE	320 W 2ND ST	WINONA	MN	55369	MN
DENNY & KATHY'S ACE HARDWARE	3123 ROOSEVELT RD	ST CLOUD	MN	56301	MN
DENNY & KATHY'S ACE HDWE #7584	2006 NORTH 8TH ST	ST CLOUD	MN	56303	MN
DIAMOND LAKE ACE #7754	5425 NICOLLET AVE	MINNEAPOLIS	MN	55419	MN
DJ'S TOTAL HOME CARE ACE CENTE	6060 LABEAUX AVE NE	ALBERTVILLE	MN	55301	MN
FARIBAULT ACE HARDWARE #11393	421 2ND AVE NW	FARIBAULT	MN	55021	MN
FLEET & FARM SUPPLY ACE #5869	1300 N STATE ST	FAIRMONT	MN	56013	MN
FOREST LAKE ACE HARDWARE #1138	814 S LAKE ST	FOREST LAKE	MN	55025	MN
FRATTALLONE'S ACE HARDWARE	5016 COUNTY RD 101	MINNETONKA	MN	55345	MN
FRATTALLONE'S ACE HARDWARE	1676 GRAND AVE	ST PAUL	MN	55105	MN
FRATTALLONE'S ACE HARDWARE #10	13735 ROUND LAKE BLVD	ANDOVER	MN	55304	MN
FRATTALLONE'S ACE HARDWARE #10	1750 WEIR DR	WOODBURY	MN	55125	MN
FRATTALLONE'S ACE HARDWARE #11	3566 WINNETKA AVE N	NEW HOPE	MN	55427	MN
FRATTALLONE'S ACE HARDWARE #11	650 GRAND AVE	ST PAUL	MN	55105	MN
FRATTALLONE'S ACE HARDWARE #37	10809 UNIVERSITY AVE NE	BLAINE	MN	55434	MN
FRATTALLONE'S ACE HARDWARE #49	3527 LEXINGTON AVE N	ARDEN HILLS	MN	55126	MN
FRATTALLONE'S ACE HARDWARE #58	4795 HIGHWAY 61 N	WHITE BEAR LAKE	MN	55110	MN
FRATTALLONE'S ACE HARDWARE #84	9225 N LEXINGTON AVE	CIRCLE PINES	MN	55014	MN
FRATTALLONE'S ACE HARDWARE #98	2261 37TH AVE NE	COLUMBIA HEIGHTS	MN	55421	MN
FRATTALLONE'S ACE HARDWARE MET	1804 NICOLLET AVE S	MINNEAPOLIS	MN	55403	MN
FRATTALLONE'S ACE HARDWARE MET	3915 LAKE ST E	MINNEAPOLIS	MN	55403	MN
HACKENSACK LUMBER & ACE HARDWA	124 N HWY 371	HACKENSACK	MN	56452	MN
HANCE ACE HARDWARE	903 HOPKINS CENTER	HOPKINS	MN	55343	MN
HARDWARE HANK / ROYALTON LUMBE	PO BOX 197	ROYALTON	MN	56373	MN
HITE ACE HARDWARE #8464	740 11TH ST E	GLENCOE	MN	55336	MN
HOFFMAN ACE HARDWARE #10428	40 ARROWHEAD LN	MOOSE LAKE	MN	55767	MN
HUDSON'S ACE HARDWARE	2900 E 42ND ST	MINNEAPOLIS	MN	55406	MN
HUTCHINSON ACE HARDWARE #12041	105 E WASHINGTON AVE	HUTCHINSON	MN	55350	MN
ISLE HARDWEARE HANK	150 W MAIN ST	ISLE	MN	56342	MN

JORDAN ACE HARDWARE #12084	540 W SECOND ST	JORDAN	MN	55352	MN
KENDALL'S ACE HARDWARE #10235	978 NORTH DALE ST	ST PAUL	MN	55117	MN
KUIPERS ACE HARDWARE #10424	7914 OLSON MEMORIAL HWY	GOLDEN VALLEY	MN	55427	MN
MAIN STREET ACE HARDWARE #8418	6388 MAIN ST	NORTH BRANCH	MN	55056	MN
MCCABE'S ACE HARDWARE #7718	1200 MAIN ST EAST	SLEEPY EYE	MN	56085	MN
MERICKEL ACE HARDWARE #313	HIGHWAY 10 WEST	WADENA	MN	56482	MN
MIMBACH FLEET ACE HARDWARE	5833 RIDGEWOOD RD	ST CLOUD	MN	56304	MN
NICOLLET ACE HARDWARE #9328	3805 NICOLLET AVE S	MINNEAPOLIS	MN	55409	MN
PARTNERS HARDWARE HANK	242 SIBLEY AVE N	LITCHFIELD	MN	55355	MN
PELLICCI ACE HARDWARE #6324	113 ELM ST	FARMINGTON	MN	55024	MN
PRINCETON ACE HARDWARE	706 S RUM RIVER DR	PRINCETON	MN	55371	MN
RED WING ACE HARDWARE	1264 WEST MAIN ST	RED WING	MN	55066	MN
RETZLAFF ACE HARDWARE	21 N MINNESOTA	NEW ULM	MN	56073	MN
RITE ACE HDWE & RENTAL #9133	13151 WEAVER LAKE RD	MAPLE GROVE	MN	55369	MN
ROBBINSDALE ACE HARDWARE #1058	4140 W BROADWAY AVE	ROBBINSDALE	MN	55422	MN
ROERIG ACE HARDWARE	4 N MAIN ST N	WINNEBAGO	MN	56098	MN
RUSKELL HARDWARE	1301 18TH AVE	AUSTIN	MN	55912	MN
SCHUTT'S TRUE VALUE	907 ATLANTIC AVE	KERKHOVEN	MN	56252	MN
SCHWALBACH ACE HARDWARE	1131 OXFORD ST	WORTHINGTON	MN	56187	MN
STILLWATER ACE HARDWARE #4018	1662 MARKET DR	STILLWATER	MN	55082	MN
SUBURBAN ACE HARDWARE #10978	1930 N LEXINGTON AVE	ROSEVILLE	MN	55113	MN
TERRY'S ACE HARDWARE #3035	14635 S ROBERT TRAIL	ROSEMOUNT	MN	55068	MN
TERRY'S ACE HARDWARE #3933	375 33RD ST WEST	HASTINGS	MN	55033	MN
TRACY BUILDERS SUPPLY ACE	221 SOUTH 4TH ST	TRACY	MN	56175	MN
WACONIA ACE FARM & HOME SUPPLY	801 SOUTH HWY 284	WACONIA	MN	55387	MN
WELNA ACE HARDWARE #7166	2438 BLOOMINGTON AVE S	MINNEAPOLIS	MN	55404	MN
WELNA ACE HARDWARE II #4232	2201 E FRANKLIN	MINNEAPOLIS	MN	55404	MN
WISE ACE HARDWARE #87	210 S WASHINGTON	LAKE CITY	MN	55041	MN
WYOMING ACE HARDWARE	PO BOX 8	WYOMING	MN	55092	MN

Minnesota, True Value, Hardware Hank & Mills Fleet Farm:

AGNEW HARDWARE HANK	104 WALL ST	ONAMIA	MN	56359	MN
MILLS FLEET FARM	4891 MAINE AVE SE	ROCHESTER	MN	55904	MN
AGNEW HARDWARE HANK	104 WALL ST	ONAMIA	MN	56359	MN
HARDWARE HANK / ROYALTON LUMBE	PO BOX 197	ROYALTON	MN	56373	MN
ISLE HARDWEARE HANK	150 W MAIN ST	ISLE	MN	56342	MN

MILLS FLEET FARM
MIMBACH FLEET ACE HARDWARE
PARTNERS HARDWARE HANK
SCHUTT'S TRUE VALUE
TRUE VALUE HOME & HARDWARE

4891 MAINE AVE SE
5833 RIDGEWOOD RD
242 SIBLEY AVE N
907 ATLANTIC AVE
828 30TH AVE S

ROCHESTER	MN	55904	MN
ST CLOUD	MN	56304	MN
LITCHFIELD	MN	55355	MN
KERKHOVEN	MN	56252	MN
MOORHEAD	MN	56560	MN

Minnesota, Menards:

MENARDS - ALEXANDRIA

215 50TH AVE

ALEXANDRIA	MN	56308	MN
------------	----	-------	----

Missouri, Ace:

HENKLE'S ACE	1201 S MADISON	WEBB CITY	MO	64870	417.673.2112
WESTLAKE ACE	1010 THOMPSON BLVD	SEDALIA	MO	65301	660.827.3630
WESTLAKE ACE	58 HWY & 71 HWY	BELTON	MO	64012	816.331.9277
WESTLAKE ACE	1205 N 7 HWY	BLUE SPRINGS	MO	64015	816.229.1177
WESTLAKE ACE	918 SW 7 HWY	BLUE SPRINGS	MO	64015	
WESTLAKE ACE	103 S 291 HWY	LEE'S SUMMIT	MO	64063	816.525.4227
WESTLAKE ACE	444 SOUTH WEST WARD RD	LEE'S SUMMIT	MO	64081	816.246.4494
WESTLAKE ACE	328 B EAST YOUNG ST	WARRENSBURG	MO	64093	660.429.3199
WESTLAKE ACE	10130 E STATE RT 350	RAYTOWN	MO	64138	816.353.6120
WESTLAKE ACE	1804 E. OHIO ST	CLINTON	MO	64735	660.885.1054
WESTLAKE ACE	1900 BUSINESS LOOP 70E	COLUMBIA	MO	65201	573.449.7277
WESTLAKE ACE	1910 W WORLEY	COLUMBIA	MO	65203	573.445.4012
WESTLAKE ACE	415 E 24 HIGHWAY	INDEPENDENCE	MO	64050	816.254.0411
WESTLAKE ACE	4545B SOUTH NOLAND RD	INDEPENDENCE	MO	64055	816.373.1073
WESTLAKE ACE	1000 WESTPORT ROAD	KANSAS CITY	MO	64111	816.756.2445
WESTLAKE ACE	1020 W. 103 STREET	KANSAS CITY	MO	64114	816.941.8922
WESTLAKE ACE	5009 N.E. VIVIAN RD	KANSAS CITY	MO	64119	816.454.1122
WESTLAKE ACE	5945 NE ANTIOCH RD	GLADSTONE	MO	64119	816.454.9900
WESTLAKE ACE	6201 INDEPENDENCE AVE	KANSAS CITY	MO	64125	816.231.8505
WESTLAKE ACE	2350 S CAMPBELL AVE	SPRINGFIELD	MO	65807	417.887.8926
RATHBONE ACE	508 E COMMERCIAL	SPRINGFIELD	MO	65803	417.862.6775

Missouri, True Value:

Pearl Bros True Value	617 Main	Joplin	MO	64801	1 417 623 6848
Family Center	2601 Cantrell Rd	Harrisonville	MO	64701	816-884-6100
Sebus True Value	405 Main St	Weston	MO	54098	816-386-2211
Roweton's Home Center	203 E Broadway	Bolivar	MO	65613	417 326 5611
Perkins Lumber	412 Pine Street	Steelville	MO	65565	573-775-2345
Neosho True Value	1725 La Questa	Neosho	MO	64850	1 417 451 4457
Ash Grove True Value	307 Perryman	Ash Grove	MO	65604	1 417 751 2911
Dickey Bub True Value	Hwy 8 & Trimfoot Rd	Potosi	MO	63664	
Dickey Bub True Value	1 Union Plaza	Union	MO	63084	636-583-1177
Bourbon True Value	140 West Pine	Bourbon	MO	65441	

Missouri, Do it Best:

Wally's Do it Best Wally's Do it Best	252 S Service Rd East 360 S Main	Sullivan Gerald	MO MO	63080 63037	573-468-8312 573-764-3513
--	-------------------------------------	--------------------	----------	----------------	------------------------------

Missouri, Hy-Vee:

Hy-Vee	3100 W Broadway	Columbia	MO	65203	573-447-0133
Hy-Vee	7117 N Prospect	Gladstone	MO	64119	816-452-6500
Hy-Vee	207 NE Englewood Rd	Kansas City	MO	64118	816-454-4776
Hy-Vee	8301 N St Clair Ave	Kansas City	MO	64151	816-505-1000
Hy-Vee	6731 Blue Ridge Blvd	Raytown	MO	64133	816-358-9940
Hy-Vee	601 W 40 Hwy	Blue Springs	MO	64014	816-224-4288
Hy-Vee	310 SW Ward Rd	Lee's Summit	MO	64081	816-554-2200
Hy-Vee	1332 W Kansas St	Liberty	MO	64068	816-792-3210
Hy-Vee	201 N Belt Hwy	St Joseph	MO	64506	816-232-9750
Hy-Vee	1307 E North Ave	Belton	MO	64012	816-318-0400
Hy-Vee	1217 S Main St	Maryville	MO	64479	660-582-2191
Hy-Vee	301 NE Rice Rd	Lee's Summit	MO	64086	816-824-5760

Attachment B - Cooperative Ads

:30 FUSEK'S TRUEVALUE HARDWARE (radio ad)

HEY INDY... THERE'S A HARDWARE STORE DOWNTOWN ? NOT JUST ANY HARDWARE STORE... A TRUEVALUE HARDWARE STORE. FUSEK'S TRUEVALUEIN THE HEART OF DOWNTOWN AT 350 EAST NEW YORK STREET, NEXT TO THE MARSH MARKETPLACE. STOP BY AT LUNCH OR ON YOUR WAY HOME. THERE'S FREE PARKING AND EVERYTHING YOU NEED.....

LIKE THE REVOLUTIONARY GE COMPACT FLOURESCENT LIGHT BULB THAT HAS TEN TIMES THE LIFE OF A REGULAR LIGHT BULB...TEN TIMES! REGULARLY SELLS FOR FIVE NINETY NINE...CURRENTLY ON SALE AT TWO NINETY NINE EACHPLUS AN ADDITIONAL TWO DOLLAR INSTANT REBATE SPONSORED BY IPL....YOU PAY ONLY NINETY NINE CENTS A PIECE.....LIMIT TWELVE PER VISIT.

DOWNTOWN INDY RESIDENTS FINALLY HAVE A HARDWARE STORE AND IF YOU WORK DOWNTOWN, SAVE SOME GAS DON'T MAKE AN EXTRA TRIP, STOP ON YOUR WAY HOME.....FUSEK'S TRUEVALUE HARDWARE.



CHANGE FOR THE BETTER WITH ENERGY STAR



ON SALE NOW!
ENERGY STAR qualified bulbs.

- Use up to 75% less energy
- Last up to 10 times longer
- Save \$30 or more in energy costs* over the life of the bulb



Sale Price **\$2.99**
In-Store Rebate **\$2.00**
Fill out Instant Rebate from In-Store and pay as low as **99¢**
\$2.00 Instant Rebate on other available CFL Bulbs
Right At The Register!
Offer good while supplies last!

HURRY!
Limited to stock on hand!
(NO RAINCHECKS ON CFL BULBS)

Rebate sponsored by:
Neosho True Value
1725 Laquesta • Neosho
417-451-4457



Hours: Mon - Sat 8am-7pm • Sun 12:30pm-5:00pm
* Savings vary with utility rates.



White's **ACE** Hardware and Garden Center
Great Service-Great Price

Go Green for Less Green with White's Compact Fluorescent Bulb Promotion

GE Compact Fluorescent Bulbs Offer the Following Benefits:

- Energy Star compliant
- Saves up to \$30 in energy costs
- Uses up to 75% less energy than a standard light bulb

13, 20 & 26-Watt Mini-Spiral CFL Bulbs	Sale Price...\$2.99	Instant In-Store Rebate...\$2.00	Final Price... \$0.99
15-Watt R30 Indoor CFL Floodlight Bulb	Sale Price...\$5.99	Instant In-Store Rebate...\$2.00	Final Price... \$3.99
50/100/150-Watt 3-Way CFL Bulb	Sale Price...\$7.99	Instant In-Store Rebate...\$2.00	Final Price... \$5.99
26-Watt R38 Outdoor CFL Floodlight Bulbs	Sale Price...\$8.99	Instant In-Store Rebate...\$2.00	Final Price... \$6.99

HURRY! Quantities Are Limited! • Sale Starts October 1st • (NO RAINCHECKS ON CFL BULBS)

Attachment C – Directional Sign



Savings with a twist

\$
2
Cash Back
per bulb

To receive your **Instant Cash-Back Rebate:**

- 1** Choose which ENERGY STAR® qualified compact fluorescent light bulbs (CFLs) you wish to purchase.
- 2** Completely fill out coupon.
- 3** Bring your ENERGY STAR qualified CFLs and your completed coupon to the checkout.

Limit 6 CFLs per customer.

888.476.9548 mwallfance.org/cat2008

Instant Rebate Sponsored by:



While supplies last. Valid for Missouri residential electric customers of participating utilities only.
© 2008 Focus on Energy MEEA-4036-0708

Attachment D - Price Point & Shelf Shouter

Savings with a twist

\$2

Cash Back per bulb

Limit 6 CFLs per customer.

Regular Price \$

Sale Price \$

Instant Rebate **\$2.00** per bulb

Final Price \$

888.476.9548 mwalliance.org/cat2008

© 2008 Focus on Energy MEEA-4028-0708
© 2008 General Electric Company
Limit 6 bulbs per customer. While supplies last. Valid for Missouri residential electric customers of participating utilities only.

Instant Rebate Sponsored by:

Savings with a twist

\$2

Cash Back per bulb

Limit 6 CFLs per customer.

ENERGY STAR* Qualified Compact Fluorescent Light Bulbs (CFLs)

- Use up to 75% less energy than regular bulbs
- Last up to 10 times longer
- Save an average of \$30 or more in energy costs over their lifetime
- Produce 75% less heat
- Help the environment by saving energy

Because CFLs use less power to create the same amount of light, use the chart below to determine the correct wattage for your needs.

Incandescent Bulb	CFL Equivalent	Lifetime Savings
40 watt	9-11 watt	\$15-\$25
60 watt	13-17 watt	\$25-\$30
75 watt	18-20 watt	\$30-\$35
100 watt	23-26 watt	\$40-\$45
150 watt	32-42 watt	\$60-\$70

Instant Rebate Sponsored by:

888.476.9548 mwalliance.org/cat2008

While supplies last. Valid for Missouri residential electric customers of participating utilities only.
© 2008 Focus on Energy MEEA-4028-0708
© 2008 General Electric Company

Attachment E - End Cap Sign

**CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR**

Savings with a twist

\$2
**Cash-Back
per bulb**
limit 12 light bulbs per customer

ENERGY STAR[®] Qualified Light Bulbs

- Use up to 75% less energy than regular bulbs
- Last up to 10 times longer
- Save an average of \$30 or more in energy costs over their lifetime
- Produce 75% less heat
- Help the environment by saving energy

To qualify with high efficiency, compact fluorescent light bulbs (CFLs) must contain a small amount of mercury. Although in quantities well below 100 ppm, see www.energy.gov for more information.

mwalliance.org/cal2008
888.476.9548

MEEA is a not-for-profit organization. © 2008 MEEA. All rights reserved. Printed in the USA.
© 2008 General Electric Company. © 2008 Intel Corporation.

MEEA **GE** **ipl**

Attachment F – Coupon



my electric utility company _____
 name _____
 street address _____
 city, state & zip _____
 daytime phone (for verification only) _____
 name of store where purchased **Ace Hardware** _____
 city _____
 date ____ / ____ / ____

Please complete the following

Quantity	CFL	Watt Equiv.	GE Model	Ace SKU
<input type="text"/>	13W Mini-Spiral	60	16460	3237096
<input type="text"/>	20W Mini-Spiral	75	15516	3166501
<input type="text"/>	26W Mini-Spiral	100	15517	3166485
<input type="text"/>	15W Daylight Spiral	60	89091	3230174
<input type="text"/>	20W Daylight Spiral	75	89094	3230216
<input type="text"/>	26W Daylight Spiral	100	89095	3230182
<input type="text"/>	15W Dimmable Spiral	60	89623	3237112
<input type="text"/>	26W Dimmable Spiral	100	89624	3237120
<input type="text"/>	12W/23W/32W 3-Way 50/100/150		47448	3166543
<input type="text"/>	11W Globe	40	47484	3991965
<input type="text"/>	15W Globe	60	47485	3230372
<input type="text"/>	11W R20 Reflector	50	24691	3992286
<input type="text"/>	15W R30 Reflector	65	20708	3138120
<input type="text"/>	15W Dimmable R30	65	21710	3992252
<input type="text"/>	26W Outdoor Par38	90	47483	3992260
<input type="text"/>	11W Outdoor Bug Light	40	49895	3992104
<input type="text"/>	11W Outdoor Post Light	40	49894	3992096
<input type="text"/>	TOTAL Bulbs x \$2 =	<input type="text"/>	Total Rebate	

Limit 6 light bulbs per customer. Maximum rebate = \$12.00
 Instant Rebate not to exceed purchase price. Offer valid 10/01/08—12/31/08.
 While supplies last.

Instant Rebate Sponsored by:



To Receive Your Instant Reward

1. Select up to 6 ENERGY STAR qualified bulb(s) you wish to purchase from the list on the reverse side of this coupon.
2. Bring your ENERGY STAR qualified bulb(s) and this completed coupon to the checkout and get \$2 off the purchase price of **each bulb** at the register.

Important information

This offer is available to Missouri residential electric customers who purchase qualified compact fluorescent bulbs from October 1, 2008, through December 31, 2008, only. Offer good while supplies last, and may not be combined with any other utility or sponsor offer. Limit 6 bulbs per customer.

The sponsoring utilities/organizations reserve the right to withdraw this offer without notice. Photocopies or facsimiles of this form are not acceptable. Rebated bulbs may not be used for resale. Ineligible rebates are subject to denial or repayment to the program. Instant Rebate not to exceed purchase price.

Confidentiality statement

I am providing the requested information solely to be eligible to participate in this program and request that the personal information supplied by me be treated as confidential to the maximum extent possible.

Please sign or initial here: _____

For the authorized retailer

To redeem, complete the coupon receipt (provided by your representative), include the address where check is to be mailed, and total amount of expected reimbursement and send with rebate coupons to: **ENERGY STAR Bulbs, c/o WECC, 431 Chamany Drive, Madison, WI 53719**. Mailing insurance on redeemed coupons is suggested, as you are responsible for any coupons lost in shipping. Retailer must submit coupons to WECC no later than January 18, 2009 to qualify for reimbursement.



While supplies last. Offer valid 10/01/08—12/31/08. MEA-4005-0608-M04H
 © 2008 General Electric Company

Attachment G - Speaking Points

Changing a light bulb is one of the easiest energy efficiency improvements residents can make. All it takes is screwing in an ENERGY STAR[®] qualified compact fluorescent light bulb, or CFL.

Change a Light

- The “Change a Light” campaign has a simple message: When you change your next light bulb or fixture, make sure it is ENERGY STAR qualified.
 - Save money on your electric bills for years to come.
 - Reduce demand on the area’s electricity generation and distribution systems.
 - Help keep our environment clean for future generations.
 - Get the same bright, warm light you find with traditional incandescent light bulbs.
 - Added convenience because ENERGY STAR qualified light bulbs last up to 10 times longer than incandescent light bulbs.
 - And during the “Change a Light” program, you can save money right now with a special \$2 instant rebate on ENERGY STAR qualified CFL.

Why Switch?

- There are a variety of good reasons to make the switch. Just to recap and summarize...
 - **Immediate Savings:** During the “Change a Light” program, area residents can purchase ENERGY STAR qualified CFLs for as little as \$.99 each at select participating retailer locations.
 - **Savings for Years to Come:** Save at least \$150 in energy costs simply by replacing the five most frequently used light fixtures, or the bulbs in them, in your home with ENERGY STAR qualified CFLs.
 - **Reduced Energy Consumption:** CFLs use up to 75 percent less energy than incandescent bulbs. Switching to CFLs reduces demand on the electric system and helps ensure a reliable supply of energy for our residents and businesses.
 - **A Brighter Earth:** When you use ENERGY STAR qualified products, you actively reduce the amount of fossil fuels, such as coal, burned to produce electricity. This prevents pollution and combats global climate change by reducing greenhouse gas emissions.
 - **Convenience:** CFLs last up to 10 times longer than standard incandescent bulbs. That’s more than four years under typical use. You’ll benefit from not having to replace burned-out light bulbs as often – particularly those hard-to-reach bulbs.

- **Quality and Versatility:** CFLs provide the same bright, warm, welcoming light as incandescent bulbs. They're available in a wide variety of sizes, shapes and styles, so you can use them indoors or outdoors in virtually any light fixture.

What is ENERGY STAR?

- You're probably familiar with the ENERGY STAR name but may not be familiar with exactly what it stands for.
 - ENERGY STAR is the symbol for energy efficiency. It is a voluntary, federally backed program to help consumers quickly and easily identify products that save money on their utility bills and that are easier on the environment.
 - Products that earn the ENERGY STAR label meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
 - In addition to lighting, products in more than 35 different categories have earned the ENERGY STAR label, and the list continues to grow!



CONTACT:
Karen Andre, K Andre Consulting
karen@kandreconsulting.com

CHANGE A LIGHT, CHANGE THE WORLD IN INDIANA

Consumers Save Money, Energy and the Environment with The Twist of Energy Efficient Light Bulbs – Over 2.5 Million CFLs Sold Through the *Change A Light* Program

INDIANAPOLIS, IN (October 1, 2007) – The Midwest Energy Efficiency Alliance and Indianapolis Power & Light Company (IPL) are launching the 2007 *Change A Light, Change The World* campaign to help consumers save money and energy with a twist of an ENERGY STAR[®] qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

Since 2001, MEEA and its sponsors have sold more than 2.5 million CFLs, saved nearly 1 billion kWh of energy, and avoided the release of 2.7 million tons of CO₂ emissions into the environment. *Change A Light, Change The World* has attracted 17 sponsoring companies and over 500 retail organizations throughout the Midwest to coordinate a public message and collaborate around a critical initiative.

From October 1 through December 31, 2007, Indianapolis Power & Light Company (IPL) and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Indiana residents to “Change the World” one light, one step at a time by replacing their home’s five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save at least \$60 a year in energy costs in addition to protecting the environment.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. MEEA and its sponsoring partner are helping Indiana residents make the simple switch to energy-efficient lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases while supplies last. With the instant rebates, the CFLs will sell for as little as \$0.99 at select retail locations. For more information about the "*Change a Light, Change the World*" campaign, call 888-476-9548 or visit www.mwalliance.org/cal2007.

About Indianapolis Power & Light Company (IPL)

Indianapolis Power & Light Company (IPL) provides retail electric service to about 460,000 residential, commercial and industrial customers in Indianapolis, as well as portions of other Central Indiana communities surrounding Marion County. During its long history, IPL has supplied its customers with some of the lowest-cost, most reliable power in the country. For more information, visit www.IPLpower.com.

About the Midwest Energy Efficiency Alliance

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit www.energystar.gov.

###



CONTACT:

Karen Andre, K Andre Consulting
karen@kandreconsulting.com

CHANGE A LIGHT, CHANGE THE WORLD

Consumers Save Money, Energy and the Environment with The Twist of Energy Efficient Light Bulbs – Over 2.5 Million CFLs Sold Through the *Change A Light* Program

SPRINGFIELD, MO (October 1, 2007) – City Utilities of Springfield (CU), the Missouri Department of Natural Resources and the Midwest Energy Efficiency Alliance are launching the 2007 *Change A Light, Change The World* campaign to help consumers save money and energy with a twist of an ENERGY STAR[®] qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

Since 2001, MEEA and its sponsors have sold more than 2.5 million CFLs, saved nearly 1 billion kWh of energy, and avoided the release of 2.7 million tons of CO₂ emissions into the environment. *Change A Light, Change The World* has attracted 17 sponsoring companies and over 500 retail organizations throughout the Midwest to coordinate a public message and collaborate around a critical initiative.

From October 1 through December 31, 2007, Missouri's sponsor organizations and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Missouri residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save at least \$60 a year in energy costs in addition to protecting the environment.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign.

MEEA and its sponsoring partner are helping Missouri residents make the simple switch to energy-efficient

lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases while supplies last. With the instant rebates, the CFLs will sell for as little as \$0.99 at select Ace Hardware locations. Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by generating approximately 75 percent less heat than standard incandescent lighting, and lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs. For more information about the "*Change a Light, Change the World*" campaign, call 888-476-9548 or visit www.mwalliance.org/cal2007.

About City Utilities of Springfield (CU)

City Utilities of Springfield (CU) is a progressive, community-owned utility serving southwest Missouri with electricity, natural gas, water, telecommunications and transit services. City Utilities' 100,000 customers enjoy utility prices among the lowest in the United States, the convenience of one bill for all utilities, and dependable hometown services delivered with a personal touch. For more information, visit www.cityutilities.net.

About The Missouri Department of Natural Resources

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri's natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations. For more information, visit <http://www.dnr.mo.gov/energy/changealight.htm>.

About Midwest Energy Efficiency Alliance

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit www.energystar.gov.

###



CONTACT:

Karen Andre, K Andre Consulting
karen@kandreconsulting.com

CHANGE A LIGHT, CHANGE THE WORLD IN MINNESOTA

Consumers Save Money, Energy and the Environment with The Twist of Energy Efficient Light Bulbs – Over 2.5 Million CFLs Sold Through the *Change A Light* Program

ROCHESTER, MINN. (October 1, 2007) – The Southern Minnesota Municipal Power Agency (SMMPA), The Minnesota Department of Commerce and The Midwest Energy Efficiency Alliance are launching the 2007 *Change A Light, Change The World* campaign to help consumers save money and energy with a twist of an ENERGY STAR[®] qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment. Since 2001, MEEA and its sponsors have sold more than 2.5 million CFLs, saved nearly 1 billion kWh of energy, and avoided the release of 2.7 million tons of CO₂ emissions into the environment. *Change A Light, Change The World* has attracted 17 sponsoring companies and over 500 retail organizations throughout the Midwest to coordinate a public message and collaborate around a critical initiative.

From October 1 through December 31, 2007, Minnesota's sponsoring organizations and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save at least \$60 a year in energy costs in addition to protecting the environment.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign.

MEEA and its sponsoring partner are helping Minnesota residents make the simple switch to energy-

efficient lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases while supplies last. With the instant rebates, the CFLs will sell for as little as \$0.99 at select Ace Hardware and Hardware Hank locations.

Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by generating approximately 75 percent less heat than standard incandescent lighting, and lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs.

For more information about the "*Change a Light, Change the World*" campaign, call 888-476-9548 or visit www.mwalliance.org/cal2007.

About The Southern Minnesota Municipal Power Agency (SMMPA)

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. SMMPA provides eighteen municipally owned utilities, located mostly in south-central and southeastern Minnesota, with commercial, industrial and residential related services and products that help them serve the energy needs of their combined 92,000 retail customers reliably and cost-efficiently. For more information, visit www.smmpa.com.

About The Minnesota Department of Commerce

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

About Midwest Energy Efficiency Alliance

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit www.energystar.gov.

###