



**Midwest Energy Efficiency Alliance  
Change A Light, Change The World 2005 Campaign  
Summary Report, Results and Lessons Learned  
April 10, 2006**

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## INTRODUCTION

The 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 fifth year that MEEA participated in the national Change a Light, Change the World campaign. The goals of the campaign were as follows:

- Achieve unit sales of 307,400 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 campaign 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 PR.

Achieving these objectives required a coordinated effort involving state, utility, manufacturer and retailer sponsors in five states. Thanks to the combined efforts of these partners the campaign achieved the following results:

- 259,578 ENERGY STAR qualified CFLs were purchased in five states.
- 92,851,051 kWh will be saved over the life of the CFLs.
- 42,920 Midwest consumers were served
- Advertising, point of purchase (POP) materials and education by trained retail associates raised consumer recognition of the ENERGY STAR label and awareness of the benefits of qualified CFLs.
- \$126,214 in matching rebate contributions was leveraged from MEEA's manufacturer and retailer partners.
- 237 retail locations participated.

Enough energy will be saved throughout the life of the CFLs sold during the campaign to power 9,285 homes for one year and to keep 111,421 tons of carbon dioxide from being released into the atmosphere. These and various other public benefits generated by the effort have produced a resounding success. This report details the process of organizing the campaign and its results.

## **PROGRAM IMPLEMENTATION AND DESIGN**

### **Promotion Sponsors**

MEEA received funding from sixteen sponsors across the region for the 2005 campaign:

- AmerenUE, Missouri
- Aquila, Missouri
- City Utilities of Springfield, Missouri
- Columbia Water and Light, Missouri
- Missouri Department of Natural Resources
- Kansas City Power and Light, Missouri
- Empire District Electric Co., Missouri
- Independence Power and Light, Missouri
- Commonwealth Edison, Illinois
- Xcel Energy, Minnesota
- Minnesota Department of Commerce
- Willmar Municipal Utilities, Minnesota
- Alexandria Light and Power, Minnesota
- Southern Minnesota Municipal Power Agency
- Indianapolis Power and Light, Indiana
- Ohio Department of Development, Office of Energy Efficiency

### **Contractors**

MEEA selected Wisconsin Energy Conservation Corporation (WECC) through a competitive bid process to implement the 2005 Change a Light, Change the World campaign for the fourth year in a row. The campaign 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 a Change a Light campaign for Focus on Energy in Wisconsin, and Minnesota Power, Otter Tail Power and Great River Energy in Minnesota. This partnership created a cohesive campaign across the Midwest and afforded MEEA greater leverage with which to negotiate favorable terms with manufacturers and retailer partners. WECC assisted MEEA by negotiating financial and logistical contributions from industry partners, recruiting retailers, organizing advertising in local markets, organizing special press events and administering the fulfillment of incentives.

EA Langenfeld, the field representatives for GE, assisted in delivering POP signage and rebate coupons, retailer training and faxing updates to the Ace stores in all states. EA Langenfeld also assisted in the initial recruitment of stores in MN, OH, IL, MO and IN.

Detail at Retail, the field representatives for Home Depot, assisted in delivering POP signage and rebate coupons and communicated the promotion procedures to staff at participating Home Depot locations in MO, IN, MN and OH.

### **Industry Partners**

MEEA and WECC issued the request for proposals to manufacturer and retailer partners jointly. General Electric (GE) and Ace Hardware Corporation (Ace) along with Technical Consumer Products (TCP) and Home Depot were selected as the primary manufacturer and retailer\* teams to support the promotion. The decision to select this team was determined by the following factors:

- Ace Hardware had the widest distribution of stores throughout each sponsor's service territory of any retailer.

- Ace retailers had hosted the campaign in 2002, 2003 and 2004, which allowed MEEA and WECC to build on existing relationships and avoid the expense of building new ones.
- GE's offer of financial support included a \$.55 contribution to a \$2 instant rebate, cooperative advertising support, and printing of point of purchase materials (POP).
- TCP's offer of financial support included a \$.50 contribution to a \$2 instant rebate and the printing of POP materials.
- Home Depot, a major national retailer, offered the potential to sell a large volume of CFLs in select utility service areas.
- GE and TCP were the only manufacturers to offer the use of its merchandising contractors (EA Langenfeld and Detail at Retail) to provide in-store support, an extremely cost effective means to delivering POP materials and retailer training.
- GE offered a wide variety of specialty bulbs for inclusion in the promotion.

\* In areas where there were no viable Ace Hardware or Home Depot retailers, MEEA also worked with True Value Hardware. GE was the manufacturer for all product rebated through True Value Hardware.

### **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 of the product. To accomplish this, a combination of push and pull strategies were employed 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 campaign. These partnerships allowed MEEA to influence the product and price offered to the consumer. In addition, MEEA gained endorsement of the campaign from both manufacturer and retailer partners. The approval of the Corporate Ace and Home Depot aided in the recruitment of independent Ace Hardware retailers and Home Depot locations. Furthermore, it was necessary to work with these allies to ensure a sufficient supply of CFLs to accommodate the each sponsor's targeted goal.
- ♦ ***To increase demand (push):*** The program utilized an instant rebate coupled with consumer education on the benefits of CFLs through radio, print advertising, press release and point of sale materials.

### **Campaign 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, Change the World campaign. This approach utilized existing communication channels, increasing the program's effectiveness while keeping costs at a minimum.

Buy in from the manufacturer and retailer is essential to the success of any retail-based promotion initiated by a third party. MEEA worked closely with WECC, the Ace Hardware Cooperative and TCP to design a campaign that would appeal to independently owned Ace Hardware stores and Home Depot stores. In addition, Ace used its buying power to help 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 gaining buy-in from stakeholders. Further, it addressed all of the channels necessary to coordinate the efficient distribution of product, promotional materials, and information to participants.

### **Target Markets**

Funding constraints required that MEEA narrow the scope of the Change a Light, Change the World campaign to specific targeted markets within each sponsor's service territory. Target markets were selected based on a number of considerations including:

- Sponsor preference
- Size and composition of local Ace Hardware advertising cooperatives and their volume potential
- Availability of media and cost of advertising
- Existence of advertising groups

See attachment A for a full list of participating retailers and their locations.

Ace Hardware would only agree to support MEEA's cooperative advertising strategy if the opportunity was extended equally to every member of the group in each targeted market. Advertising could not be tailored within target markets to include some stores and not others. This presented some challenges, as there is limited funding available for the promotion and oversubscription of product is not always covered by program sponsors.

### **Product and Pricing**

The product strategy for the Change a Light, Change the World 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.
- Select a brand of product with strong brand recognition among consumers—a name they know and trust.
- Choose CFLs that could be offered to consumers for less than \$2 per bulb after the \$2 instant rebate, while remaining profitable for retailers.
- Use only ENERGY STAR qualified CFLs in order to ensure quality and performance.

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

- Provide consumers an exceptional value as incentive to try ENERGY STAR qualified CFLs.
- Establish 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 and GE to choose nine models of CFLs that could meet all of the aforementioned product and pricing criteria. A \$2 instant rebate was offered in conjunction with the campaign 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, price points and instant rebates offered during the campaign.

<b>GE Model Number</b>	<b>CFL Wattage</b>	<b>Suggested Retail Price</b>	<b>Instant Rebate Amount</b>	<b>State/Utility contribution</b>	<b>GE Contribution</b>	<b>Price After Rebate</b>
41520	15W	2.99	2.00	1.45	.55	.99
15516	20W	2.48	2.00	1.45	.55	1.48
15517	26W	2.76	2.00	1.45	.55	1.76
24684	32W	8.99	2.00	1.45	.55	6.99
41442 (3 way)	29W	8.99	2.00	1.45	.55	6.99
21733 (A line)	15W	5.99	2.00	1.45	.55	3.99
20708 (R30)	15W	5.99	2.00	1.45	.55	3.99
21710 (Dimmable)	15W	10.99	2.00	1.45	.55	8.99
21739 (Par)	26W	7.99	2.00	1.45	.55	5.99

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

In their original proposal, TCP and Home Depot offered a \$.55 contribution towards a \$2 instant rebate on 4 individually packaged bulbs, a 14 watt spiral, a 20 watt spiral and a 23 watt spiral, along with a 23 watt odor eliminating specialty bulb. Product would be allocated on the wholesale level to ensure product was not oversubscribed.

In August, TCP approached MEEA and WECC with a new approach for the promotion. Home Depot was planning to promote the Change a Light Change the World campaign nationally with a highly visible endcap display featuring several TCP products sold under the Commercial Electric in-store brand name. TCP proposed adding to the existing national campaign by rebating the Commercial Electric product. Joining the Home Depot national campaign offered several advantages over the initial program proposal including a reduced cost per unit to sponsors and guaranteed product placement in a highly visible location. Instead of allocating product on the wholesale level, the promotion would include product already in the stores, which TCP assured would be more than adequate to meet area specific goals. Allocations would be tracked weekly through sales data and promotions would be pulled if goals were met before the end of the campaign. The following table details the products, price points and instant rebates offered through Home Depot during the campaign.

<b>Model Number</b>	<b>CFL Wattage</b>	<b>Suggested Retail Price</b>	<b>Instant Rebate Amount</b>	<b>Price After Rebate</b>
292-460 (6 pack)	14W	9.97	4.00	5.97
591-830 (4 pack)	23W	9.97	4.00	5.97
166-785 (R30 4-pack)	14W	13.97	4.00	9.97
590-472 (Par38 4-pk)	23W	19.97	4.00	15.97

### **Quantity Restriction**

As part of the 2005 promotion MEEA established a quantity restriction of 12 units in Illinois, Indiana and Ohio, 8 in Minnesota, and 6 in Missouri. Quantity restrictions varied by state due to sponsor specifications for the campaign. In general, retailers have expressed a preference for higher quantity restrictions (12) over the lower restrictions (6).

### **Allocation Strategy**

In order to prevent oversubscription, an allocation strategy was employed to limit the number of CFLs that retailers could purchase from Ace Hardware Corporate for the campaign. The limit was based on the available rebate budget in each area. Ace Hardware retailers were encouraged to purchase as many CFLs as they thought they could sell prior to the start of the campaign, with the understanding that orders may be reduced if, collectively, orders exceeded an area's total allocation. In the event that initial orders did not exceed the area's allocation, retailers were allowed to purchase the remaining CFLs on a first-come, first-serve basis.

Initial GE orders did not exceed product allocations in any of MEEA's targeted markets. Retailers were allowed to purchase the remaining CFLs on a first-come, first-serve basis. Orders were monitored throughout the campaign and once an area reached its allocation, retailers were no longer allowed to order product for the promotion. While time consuming, this method proved highly effective in controlling the volume of CFLs sold by retailers in each market.

At participating Home Depot locations, bulb allocations were monitored at the sales level instead of the wholesale level. Bulb goals were determined for each store or group of stores prior to the campaign launch date and then monitored weekly with TCP provided sales data. As cumulative sales data approached the total allocation, the promotion was pulled from the store or group of stores. As the campaign progressed and coupons were being processed, some areas indicated high breakage rates (the percentage of coupons not returned) so allocations were oversubscribed in an attempt to meet area goals. In the end, none of the Home Depot stores exceeded their allocations.

Each market area received enough product to achieve each area's specified sales goals.

### **Retailer Recruitment**

The recruitment of local retailers in targeted markets across a broad geographic region and on a limited budget was largely accomplished by working through existing relationships made with advertising cooperatives during previous campaigns. As previously discussed, many of the Ace Hardware retailers organize themselves into regional advertising cooperatives. Pooling resources in this manner allows the retailer the ability to afford more prominent advertising than they would be able to buy individually. The same holds true for the Change a Light campaign - working through these groups offers a highly cost effective mechanism for advertising the campaign. Each group chooses the promotions it wants to collectively participate in and then places advertising on behalf of the entire group, making participation in the campaign mandatory for all members. Cooperative advertising dollars are used as leverage to gain group participation in each of the targeted markets. This system is a highly cost-effective way to recruit retailers, saving time and money by targeting a group of retailers instead of having to approach each individually. It also met Ace Hardware Corporation's requirement that the campaign be offered to all retailers equally in each market. In rural areas and in target markets where an Ace Hardware advertising association didn't exist, stores were recruited individually to encourage participation in the campaign.



Since Home Depot was running a national Change a Light campaign, recruiting individual Home Depot stores within targeted areas was not necessary. A store list was provided by TCP and participating stores were selected based on target area boundaries.

### **Advertising**

The Change a Light, Change the World advertising strategy relied on the PR value of the campaign and cooperative advertising as leverage to gain retailer support for ad placement and financing. An advertising budget was set in each target market based on the local cost of advertising, quality of media, and unit sales goals. The Ace Hardware advertising groups were instrumental in customizing advertising plans that maximized program exposure in their local markets.

Media included print advertising in newspapers, “shoppers” and Ace Hardware circulars. The most efficient means of advertising the campaign in every market was through Ace Hardware circulars. Ace Hardware advertising groups pool their funds to purchase and distribute these circulars in local newspapers and through direct mail. All of the advertising groups purchase the circulars from either Ace Hardware Corporate or Atlantic Press, a private advertising firm. Advertisements were customized with local sponsor information. Bulk purchasing the ads in this manner allowed for the largest possible number of consumers to be reached with limited funds.

Print ads included the Change a Light, Change the World ENERGY STAR logo, sponsor logos, the price after instant rebate, and language stating who sponsored the instant rebate. Radio ads included mention of Change a Light, Change the World, the sponsor’s name, and the price after instant rebate. Retailers were also asked to communicate the following information in their advertising:

- CFL bulbs use 75% less energy than incandescent light bulbs
- CFL bulbs last up to ten times longer
- CFL bulbs fit in many of the same applications
- CFL bulbs are just as bright as regular incandescent bulbs

The Change a Light, Change the World logo and theme tied the local promotion to other regional and national promotions. Including sponsor logos and language added credibility to the campaign while offering PR value to sponsors. Incorporating the benefits of CFLs in the ads communicated key selling points for switching from incandescent light bulbs to CFLs.

Cooperative advertising funds were not offered to participating Home Depot stores. As a national retailer, Home Depot is unable to readily create ads for specific store locations.

### **Press Events/CFL Bulb Sale Events**

Three major CFL bulb sale events were held in Missouri. The AmerenUE sponsored bulb sale event on October 5<sup>th</sup>, National Change a Light Day, in Jefferson City, featured a press conference with the Governor of Missouri and the Mayor of Jefferson City, attracting several local tv and radio stations. All events were promoted through flyers and advertising. See attachment C for sample bulb sale flyers. The following table summarizes the events and their results:

<b>City</b>	<b>St. Louis, MO</b>	<b>Jefferson City, MO</b>	<b>Springfield, MO</b>
<b>Location</b>	Earth ways Home	Westlake Ace	Westlake Ace
<b>Date</b>	10/15-17	10/5	10/23
<b>Press Event</b>	No	Yes	No

<b>Results</b>	5,100 CFLs sold	2,500 CFLs sold	5,000 CFLs sold
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In addition to the CFL bulb sale events, several Ace retailers invited local radio stations to broadcast live from their stores in late October. In smaller media markets, this is an extremely cost effective way to generate a high volume of sales over a short period of time.

### **Point of Sale Materials**

MEEA and WECC used the same point of purchase (POP) materials, reducing overall costs while ensuring a coordinated look throughout the Midwest. Each retailer received state-customized materials displaying individual sponsor logos by area. POP materials highlighted the following features and benefits of ENERGY STAR qualified lighting:

- Use of 75% less energy
- Last up to 10 times longer
- Save at least \$28.00 in energy costs over the life of each ENERGY STAR qualified bulb.

POP materials were hand delivered to all participating stores. Hand delivering the POP materials greatly improved the number of retailers that properly displayed their materials. Retailers received training on the campaign when the POP materials were delivered. The following materials were provided to the retailer for use in the campaign:

- directional signs
- shelf shouters
- promotional banners
- reward forms
- fact sheets
- promotional outline

The POP materials for Home Depot were delayed at the printer by a week. Temporary materials were installed for the start of the campaign and then replaced within a week of October 1st when POP materials returned from the printer.

### **Toll Free Line**

A toll free line was set up in support of the campaign. All promotional materials included the toll free number, which connected customers to the call center at WECC. The line launched on September 15<sup>th</sup> and at the time of this report, 1,858 consumer calls had been received.

## **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 sponsors service territory.

	<b>AmerenUE</b>	<b>MO DNR</b>	<b>City Utilities of Springfield</b>	<b>Columbia Water and Light</b>	<b>Aquila</b>	<b>Empire District Electric Co</b>	<b>KC Power and Light</b>	<b>Independence Power &amp; Light</b>
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# participating retailers	29		1	3	6	4	10	1
CFL goal	67,026		5,097	6,137	7,526	7,244	17,982	1,211
# CFLs ordered by retailers	132,204*		4,992	14,356*	7,494	10,428*	28,749*	1,200
# CFLs purchased by consumers	39,616	14,562	4,660	2,617	8,510	4,292	7,852	1,059
Annual kWh savings	2,024,378	744,118	238,126	133,729	434,861	219,321	401,237	54,115
Lifetime kWh savings	14,170,643	5,208,827	1,666,882	936,101	3,044,027	1,535,248	2,808,660	378,804

	Com Ed	IPL	XCEL Energy	SMPA	Willmar Municipal Utilities	Alexandria Light & Power	MN DOC	Ohio DOD	Totals
# participating retailers	114	9	29	11	1	1		18	237
CFL goal	66,636	10,752	50,657	11,522	4,510	1,100		50,000	307,400
# CFLs ordered by retailers	67,136	27,828*	49,700	5,468	8,058*	1,116		95,276*	454,005
# CFLs purchased by consumers	61,441	12,182	51,136	5,587	2,154	259	6,868	36,783	259,578
Annual kWh savings	3,139,635	622,500	2,613,050	285,496	110,069	13,235	350,955	1,879,611	13,264,436
Lifetime kWh savings	21,977,446	4,357,501	18,291,347	1,998,470	770,486	92,644	2,456,684	13,157,279	92,851,051

\* includes total bulbs sold by participating Home Depot stores

## LESSONS LEARNED

### New Partnerships

For the past three years, the Midwest campaign has used GE and Ace Hardware as primary the manufacturer/retailer partner. While Ace Hardware has sufficient coverage in most sponsor territories in the Midwest, a second retailer was needed in several markets to reach 2005 sponsor goals. TCP and Home Depot agreed to partner with MEEA as the secondary manufacturer/retailer team for the 2005 campaign. This new partnership provided many valuable lessons for the Midwest campaign.

Home Depot is the largest home improvement retailer in the world, with 1,500 stores across the country. Some of the advantages of working with Home Depot included:

- Home Depot's purchasing power - the volume of CFLs purchased nationally by the retailer reduces the cost to the consumer, reducing the sponsor's contribution to the rebate.

- Home Depot has their own in-store CFL brand, Commercial Electric, a TCP product, available in affordable multi-packs.
- Stores are located in prime retail locations through out the Midwest.
- High volume of foot traffic.
- Tagging onto the national Home Depot Change a Light campaign guaranteed high visibility for the promotion.

While there were definite advantages to working with Home Depot, the program faced several challenges as well. The two biggest challenges faced in working with Home Depot were:

#### 1. Retailer Training

The average Home Depot store is over 100,000 sq ft (does not include the garden area) in size and employs over 200 people. This posed a big challenge to training Home Depot employees on the campaign. Detail at Retail, the field representatives provided for the campaign, is contracted by Home Depot to monitor the lighting departments of each Home Depot store. Field reps visited stores every 3 to 5 days with a list of items to check in the lighting section. When the Detail at Retail field reps first installed the promotion they also trained staff in the lighting department on the campaign details and benefits. Field staff could only train employees at the store at the time of their visit. The process is similar at Ace Hardware stores, but being smaller in size and staff, Ace staff and managers relay the information to staff not present during the initial training. This did not appear to happen at Home Depot.

There were several reports from sponsors that the promotion was not up in a store at the time of their visit. While field reps replaced the POP materials in stores that had removed them each time they visited, it was discovered that some of the promotions were being removed when the shifts changed. One Home Depot manager that was well informed of the campaign, reported the POP was being removed by a manager on another shift. Training staff at Home Depot stores in the same manner in which staff at Ace stores are trained proved ineffective. In order to train all pertinent staff at Home Depot stores on the promotion, more resources would need to be invested, which could potentially decrease the current cost-effectiveness of the campaign.

Additionally, when Home Depot's national campaign was removed from all stores at the end of October, Detail at Retail was instructed to also pull MEEA's Change a Light POP materials. This proved a significant challenge to the campaign, which took a week to resolve. Despite Detail at Retail's enthusiasm and support for the Midwest campaign, they could not reinstall the POP without approval from the corporate office of Home Depot. With their support and lobbying, we were successful in getting the Midwest campaign back in stores, but in most cases, lost the prominent location at the end of the lighting isle.

#### 2. Coupon Redemption

Participating Home Depot stores sold a large volume of CFLs during the campaign. In fact, TCP reported that nation-wide, there was a 30-50% increase in sales from the national Change a Light campaign that Home Depot promoted, while in the Midwest, stores participating in MEEA's campaign had a 50-70% increase in sales. Unfortunately, MEEA only received coupons on 25% of the products reported sold during the promotion. Several stores in Missouri failed to send in any coupons. The Home Depot store in Columbia, MO was contacted after all of the rebates were counted and it was discovered they had not

submitted any coupons. The first call to the store was unsuccessful, staff did not know of the promotion, however, on a follow-up call, a staff in the accounting department did remember the promotion and remembered sending a stack of coupons to a processing warehouse of Home Depot's. The coupons were never reclaimed.

One issue with a coupon-based promotion at Home Depot is inherent to Home Depot's checkout system. Manufacturer coupons are all treated the same, when a customer comes in with a coupon, the cashier selects a key on the cash register for manufacturer coupon and then enters the amount of the coupon. Home Depot is not set up with a bar code system for manufacturer coupons. A cashier could potentially enter any amount they chose for the coupon, as there is no way to track it without a bar code.

Another challenge encountered with the coupon-based promotion at Home Depot relates back to the retailer training challenge. Cashiers are separate staff from the lighting department staff and training them on the promotion would have required considerable time and resources. Despite printed instructions on the back of the coupon on where to send it for reimbursement, coupons were sent to several different places before arriving at WECC's fulfillment house for processing. Some were sent to an independent processing center for Home Depot and then sent on to Home Depot corporate, others were sent straight to the corporate offices. This contributed to a lag in processing time.

It is impossible for us to determine how many coupons were lost in this process, and how many units were sold without a coupon.

Home Depot has participated in numerous utility based CFL promotions throughout the country. These promotions have typically been in-store markdown based promotions and feedback on these promotions from regional program administrators and contractors has been extremely positive. If partnering with Home Depot in the future on CFL promotions, it is highly recommended that the promotions are in-store markdown based promotions rather than coupon-based promotions.

### **Spillage**

Spillage continues to be a challenge in most campaign market areas. Some states have budgets to cover spillage, while others do not. With the loss of state funding this year in Illinois and Indiana, participating sponsors in those states had to cover the spillage themselves. In the Chicago market, spillage was only 5%, posing less of an issue, but in markets like Indianapolis, spillage rates were over 50%.

Using Home Depot in some markets most likely contributed to higher spillage rates because Home Depot attracts customers from a broader distance than a local hardware retailer will. This was evident in Indianapolis, where last year, Ace Hardware was the only retailer used and spillage was at 30%.

In Missouri and Minnesota, where there is funding for spillage, the addition of new sponsors the past two years has increased the need for additional funding on the state level. Missouri and Minnesota both have a large number of participating utilities, but high numbers of non-participating municipal and rural utilities throughout each state create challenges to meeting the goals of sponsors while straining the funding available for spillage.

Some of the spillage is picked up by participating sponsors whose customers are purchasing units in other markets, which, as we expand into new markets with the addition of new sponsors is, on the whole a positive, but still poses challenges to meeting goals in the sponsoring utility's market. For

example, Kansas City Power and Light lost almost one quarter of the bulbs sold in their territory to spillage, but 40% of those units were purchased by customers of other participating utilities.

In Columbia Missouri, 50% of the units sold went to spillage with half of the spillage going to customers of a non-participating municipal utility that surrounds Columbia Water and Light's service territory. Several other utilities face similar challenges in Minnesota and Missouri. This is the second year that we have gone over the state's budget for spillage coverage in Missouri, and the first year we have gone over budget in Minnesota, a cost which MEEA is forced to absorb.

Several strategies were employed this year to combat spillage. In market areas where the campaign was run in previous years, each store was reviewed to determine their spillage rates. Stores with high spillage rates were excluded as much as possible to reduce the incidence of spillage. However, in some market areas, several Ace retailers are owned by one group. Excluding a store within an eligible area that is part of a larger group of collectively owned participating stores has posed challenging with the retailer.

Additionally, in some areas language was added to the coupon requiring the customer to self-verify that they are a customer of a sponsoring utility. In the areas that employed this strategy, it was not found to be successful at deterring customers of non-participating utilities from redeeming the coupon. Given the nature of the retail industry, we can not mandate the retailer exclude anyone from the promotion and turn away business.

In sponsor territories where spillage is high, we will need to secure additional funding for spillage in order to meet sponsor goals. Without it, we are limited in the number of units we can allocate for rebates.

### **Utility Bill Stuffers**

MEEA and WECC also worked with Alliant Energy and Mid American Energy in Iowa on a separate, but regionally coordinated Change a Light campaign. Both of these utilities created bill stuffers and sent them to every customer in their service area. The use of a bill stuffer proved to be highly successful in Iowa. Many retailers in Iowa reported that consumers brought the bill stuffers to the stores with them and it that it seemed to have had a positive impact on CFL sales. Alliant Energy and Mid American consumers purchased over 400,000 CFLs in less than 90 days during the campaign. It is strongly encouraged that sponsors consider using bill stuffers to promote future Change a Light campaigns.

### **Sponsor Feedback**

After the campaign, MEEA solicited feedback from several sponsors on the administration of the program. In general, the feedback received was very positive. A few themes surfaced as areas from improvement in future campaigns.

#### **1. Communication**

Prior to the campaign launch provide more frequent updates and communication on what is going on behind the scenes.

During the campaign provide more frequent updates on sales.

#### **2. PR**

Work with sponsor to identify PR opportunities amongst neighboring utilities to increase coverage of the promotion and share expenses.

## **CONCLUSION**

The 2005 Change a Light, Change the World campaign was a success for MEEA and its program sponsors. MEEA secured funding from 16 sponsors across five states. Additionally the campaign leveraged over \$125,000 in matching rebate dollars from the manufacturer, not including advertising and point of sale support. 237 retailers participated in the promotion. Twenty Ace regional ad groups and individual stores ran the promotion in their monthly circulars or created individual Change a Light campaign advertisements.

As a result of the 2005 Change a Light Change the World campaign over 259,578 CFLs were sold in the region, translating to almost 93,000,000 kWh savings over the life of the CFLs, saving enough energy to prevent 111,421 tons of CO<sub>2</sub> from being released into the atmosphere and equaling the removal of over 14,995 cars from the road.

## Attachment A – Participating Retailers

### Illinois Stores

StoreName	StoreAddr	StoreCity
ACE HARDWARE - DES PLAINES	1045 E OAKTON ST	DES PLAINES
ACE HARDWARE - PARK RIDGE	700 N NORTHWEST HWY	PARK RIDGE
ACE HARDWARE #1	239 N GENESEE ST	WAUKEGAN
ACE HARDWARE #163	985 N ROUTE 59	ANTIOCH
ACE HARDWARE #200	994 N LAKE ST	AURORA
ACE HARDWARE #4137	2660 SHERIDAN RD	ZION
ACE HARDWARE #4848	24 N DRYDEN	ARLINGTON HEIGHTS
ACE HARDWARE #9000	1901 W WILSON ST	BATAVIA
ACE HARDWARE #9300	2144 W GALENA BLVD	AURORA
ACE HARDWARE GRAYSLAKE	945 E BELVIDERE RD	GRAYSLAKE
ACE HARDWARE GURNEE	4806 GRAND AVE	GURNEE
ACE HARDWARE HOME CENTER	659 W RAILROAD AVE	ROUND LAKE
ACE HARDWARE IN SUAK VILLAGE	1701 SAUK TRAIL	SAUK VILLAGE
ACE HARDWARE LAKEHURST	400 LAKEHURST RD	WAUKEGAN
ACE HARDWARE LIBERTYVILLE #800	155 PETERSON RD	LIBERTYVILLE
ACE HARDWARE MUNDELEIN	609 E HAWLEY	MUNDELEIN
ACE HARDWARE ROUND LAKE BEACH	817 E ROLLINS RD	ROUND LAKE BEACH
ACE HARDWARE WAUCONDA	425 W LIBERTY ST	WAUCONDA
ACE HARDWARE WAUKEGAN	3232 N LEWIS	WAUKEGAN
ADAMS STREET ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
ARCHER AUSTIN ACE HARDWARE #06	6146 S ARCHER	CHICAGO
ARTURI ACE HARDWARE	5445 W 127TH ST	CRESTWOOD
BARRINGTON ACE HARDWARE #4778	189 W NORTHWEST HIGHWAY	BARRINGTON
BARTLETT ACE HARDWARE #4455	136 BARTLETT PL	BARTLETT
BAUMERT'S ACE HARDWARE #5118	821 E NERGE RD	ROSELLE
BERWYN ACE HARDWARE #4810	6316 W OGDEN	BERWYN
BJORKMANS ACE HARDWARE	4520 CRYSTAL LAKE RD	MC HENRY
BOWEN ACE HARDWARE HOME CENTER	1753 W GOLF RD	MT PROSPECT
BUIKEMA ACE HARDWARE	90 EAST LOOP RD	WHEATON
BUIKEMA ACE HARDWARE # 10602	5035 ACE LN	NAPERVILLE
BUIKEMA ACE HARDWARE #10546	445 WEBER RD	ROMEOVILLE
BUIKEMA ACE HARDWARE #5100	1705 N MAIN ST	WHEATON
BUIKEMAS ACE HARDWARE	2300 S EOLA RD	AURORA
BUIKEMA'S ACE HARDWARE	2240 S RT 59	PLAINFIELD
BUIKEMA'S ACE HARDWARE #138	1030 N WASHINGTON ST	NAPERVILLE
BUIKEMA'S ACE HARDWARE #6900	1337 DOUGLAS RD	MONTGOMERY
CHRISTENSEN ACE HARDWARE #2	145 E FIRST ST	ELMHURST
CLARK STREET ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
CRETE ACE HARDWARE #11174	1050 E EXCHANGE	CRETE
DAVIS ACE HARDWARE #7457-I	46 SOUTH VILLA	VILLA PARK
DEJAY'S ACE HARDWARE #236	10340 S KEDZIE AVE	CHICAGO
DOUGLAS ACE HARDWARE #4795	1212 S NAPER BLVD	NAPERVILLE



DUKE'S ACE HARDWARE #161-I	5634 W 87TH ST	BURBANK
DUKE'S ACE HARDWARE #5750-I	7610 W 111TH ST	PALOS HILLS
DUKES ACE HARDWARE #7776	326 N LAGRANGE RD	FRANKFORT
EBEL'S ACE HARDWARE	190 W JOE ORR RD	CHICAGO HEIGHTS
EBELS ACE HARDWARE #11600	15541 S CICERO	OAK FOREST
EBEL'S ACE HARDWARE #7356	18410 GOVERNORS HWY	HOMEWOOD
ELSTON ACE HARDWARE #2269	2825 W BELMONT AVE	CHICAGO
EVERGREEN PARK ACE HARD #10060	3404 W 95TH ST	EVERGREEN PARK
FOX LAKE ACE HARDWARE #216	10 E GRAND AVE	FOX LAKE
GENEVA ACE HARDWARE #11236	617 W STATE ST	GENEVA
GUS BOCK ACE HARDWARE #10380	3455 RIDGE RD	LANSING
HARLEM ACE HARDWARE #7003	7230 W FOSTER	CHICAGO
HORTON'S ACE HARDWARE #12009	60 S LAGRANGE RD	LAGRANGE
JUINIS ACE HARDWARE	2318 N CICERO	CHICAGO
KELLEY'S ACE HARDWARE #6620	1955 E NEW YORK ST	AURORA
KIN-KO ACE HARDWARE #10680-I	11600 FRANCIS RD	MOKENA
KIN-KO ACE HARDWARE #3400-I	6300 ROBERT F KINGERY	WILLOWBROOK
KIN-KO ACE HARDWARE #3700-I	1037 E 9TH ST	LOCKPORT
KIN-KO ACE HARDWARE #4300-I	1151 W LOCKPORT	PLAINFIELD
KIN-KO ACE HARDWARE #4500-I	775 INDEPENDENCE BLVD	ROMEOVILLE
KIN-KO ACE HARDWARE #500-I	6216 S MAIN	DOWNERS GROVE
KIN-KO ACE HARDWARE #6000-I	1202 ESSINGTON RD	JOLIET
KURT'S ACE HARDWARE #8686	14529 CHICAGO RD	DOLTON
LAGRANGE PARK ACE HARDWARE #89	900 E 31ST ST	LAGRANGE PARK
LAHO ACE HARDWARE #8027	5 N YORK RD	BENSENVILLE
LANG'S ACE HARDWARE	5527 W CERMAK RD	CICERO
LEMOI ACE HARDWARE #00084	1008 DAVIS ST	EVANSTON
LEN'S ACE HARDWARE	485 ROOSEVELT RD	GLEN ELLYN
LEN'S ACE HARDWARE - ROSELLE	425 E MAPLE AVE	ROSELLE
LEN'S ACE HARDWARE #426	30 W LAKE ST	ADDISON
LINCOLN SQUARE ACE HARDWARE	4874 N LINCOLN AVE	CHICAGO
MEL'S ACE HARDWARE #8313	1028 S YORK	ELMHURST
MILLEN ACE HARDWARE #6043	1219 WILMETTE AVE	WILMETTE
MURPHY ACE HARDWARE	319 S RTE 59	W CHICAGO
MUTUAL ACE HARDWARE #12051	1393 HALF DAY RD	HIGHLAND PARK
NEW LENOX ACE HARDWARE #9760	358 W MAPLE	NEW LENOX
NORRIDGE ACE HARDWARE #7306	8330 W LAWRENCE AVE	NORRIDGE
OLSON'S ACE HARDWARE #11062	8341 W BELMONT AVE	RIVER GROVE
OLSON'S ACE HARDWARE #152	10135 WEST GRAND	FRANKLIN PARK
ORLAND PARK ACE HARDWARE #9573	14150 S LAGRANGE RD	ORLAND PARK
PALATINE ACE HARDWARE #8778	239 E NORTHWEST HWY	PALATINE
PALOS ACE HARDWARE #11467-I	6465 W 127TH ST	PALOS HEIGHTS
PARK ACE HARDWARE #5316-I	9545 WEST 167TH ST	ORLAND HILLS
PARK ACE HARDWARE #5897-I	16725 S OAK PARK AVE	TINLEY PARK
POTASH BROS ACE HARDWARE	110 W GERMANIA PL	CHICAGO
RUSSO ACE HARDWARE	5848 W MONTROSE	CHICAGO
SCHAUMBURG ACE HARDWARE #11108	560 S ROSELLE RD	SCHAUMBURG
SCHROEDER'S ACE HARDWARE #2563	637 S WESTMORE-MEYERS RD	LOMBARD

SCHROEDER'S ACE HARDWARE #2563	837 S WESTMORE-MEYERS RD	LOMBARD
Shannon Ace Hardware #4989	4540 W BELMONT AVE	CHICAGO
SHERWIN ACE HARDWARE #10661	1705 W CAMPBELL	ARLINGTON HEIGHTS
SKOKIE ACE HARDWARE	5035 OAKTON	SKOKIE
SOUTH LOOP ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
SOUTHWEST ACE HARDWARE #10055	6908 ARCHER AVE	CHICAGO
ST. CHARLES ACE HARDWARE #1111	2750 E MAIN ST	ST. CHARLES
STAUBER ACE HARDWARE #6	3911 N LINCOLN AVE	CHICAGO
STREETERVILLE ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
UPTOWN ACE HARDWARE	4654 N BROADWAY	CHICAGO
WARRENVILLE ACE HARDWARE #1150	2 S 541 RT 59	WARRENVILLE
WEISS ACE HARDWARE	1560 WAUKEGAN RD	GLENVIEW
WHEELING ACE HARDWARE	755 W DUNDEE RD	WHEELING
WILL COOK ACE HARDWARE #5889	12121 W 159TH ST	HOMER GLEN
ZANOTTO ACE HARDWARE #2800	1605 N ALPINE RD	ROCKFORD
ZIEGLERS ACE HARDWARE #11445	301 RANDALL RD	S ELGIN
ZIEGLERS ACE HARDWARE #117	RTE 47 HUNTLEY CTR	HUNTLEY
ZIEGLERS ACE HARDWARE #120	118 S FIRST ST	WEST DUNDEE
ZIEGLERS ACE HARDWARE #3000	6000 NORTHWEST HWY	CRYSTAL LAKE
ZIEGLERS ACE HARDWARE #4016	842 NORTHWEST HWY	CARY
ZIEGLERS ACE HARDWARE #4099	806 W ARMY TRAIL RD	CAROLSTREAM
ZIEGLERS ACE HARDWARE #5240	481 N RANDALL	LAKE IN THE HILLS
ZIEGLER'S ACE HARDWARE #5999/4	218 SYMPHONY WAY	ELGIN
ZIEGLERS ACE HARDWARE #6913	1158 LILLIAN ST	ELGIN
ZIEGLERS ACE HARDWARE #8000	150 S KENNEDY DR	CARPENTERSVILLE

## Indiana Stores

StoreName	StoreAddr	StoreCity
CENTRAL ACE HARDWARE #09862	5331 W WASHINGTON ST	INDIANAPOLIS
CENTRAL ACE HARDWARE #8683-I	1025 N ARLINGTON AVE	INDIANAPOLIS
EDDIES ACE HARDWARE	441 S RITTER AVE	INDIANAPOLIS
G'S ACE HARDWARE	5002 MADISON AVE	INDIANAPOLIS
G'S ACE HARDWARE #3728	1285 N STATE ROAD 135	GREENWOOD
HEDLUND'S ACE HARDWARE #296	2369 E 62ND ST	INDIANAPOLIS
HOME DEPOT	3902 N HIGH SCHOOL RD	INDIANAPOLIS
HOME DEPOT	4850 E SOUTHPORT RD	INDIANAPOLIS
HOME DEPOT #2018	9320 CORPORATION DR	INDIANAPOLIS
THE HOME DEPOT #2018	9320 CORPORATION DR	INDIANAPOLIS
WHITE'S ACE HARDWARE	10941 E 79TH ST	INDIANAPOLIS

## Minnesota Stores

StoreName	StoreAddr	StoreCity
ABRA TRUE VALUE	PO BOX 900	CROSSLAKE
ACE HARDWARE #10148	24 W MINNESOTA AVE	GLENWOOD

ACE HARDWARE #10456	118 WEST LAKE ST	CHISHOLM
ACE HARDWARE #10729	7945 HIGHWAY 55	ROCKFORD
ACE HARDWARE #12073	1380 E BRIDGE ST	REDWOOD FALLS
ACE HARDWARE #12077	130 W MAIN ST	PERHAM
ACE HARDWARE #3662	406 BROADWAY	ALEXANDRIA
ACE HARDWARE #3668	820 COMMERCE RD	LONG PRAIRIE
ACE HARDWARE #3752	212 W THIRD ST	MONTICELLO
ACE HARDWARE #4851	120 NORTH 1ST STREET	MONTEVIDEO
ACE HARDWARE #8776	5405 PENN AVE SOUTH	MINNEAPOLIS
ACE HARDWARE #9638	20851 HOLYOKE AVE W	LAKEVILLE
ACE HARDWARE & PAINT #9572	1300 FIRST ST NE	NEW PRAGUE
ACE HARDWARE & PAINT #9594	14760 PENNOCK AVE	APPLE VALLEY
ACE HARDWARE 3099	3098 65TH ST E	INVER GROVE
ACE HARDWARE DEFOREST	811 S MAIN ST	DEFOREST
ACE HARDWARE DOWNTOWN #8145	212 WEST SUPERIOR ST	DULUTH
ACE HARDWARE HILLDALE	414 N MIDVALE BLVD	MADISON
ACE HARDWARE HOMEWORKS INC	615 16TH AVE SE	DYERSVILLE
ACE HARDWARE LACROSSE	4242 MORMON COULEE RD	LACROSSE
ACE HARDWARE IONGVILLE BUILDERS	186 RESERVATION AVE	LONGVILLE
ACE HARDWARE SAUK PRAIRIE	500 WATER ST	SAUK CITY
ACE HARDWARE WAUKESHA	155 W. MAIN ST	WAUKESHA
ACE HARDWARE WAUNAKEE	205 A SOUTH CENTURY AVE	WAUNAKEE
AGNEW HARDWARE HANK	104 WALL ST	ONAMIA
AITKIN TRUE VALUE	160 SOUTHGATE DR	AITKIN
ARROW ACE HARDWARE	10 17TH AVE SW	ROCHESTER
ARROW ACE HARDWARE	1067 4TH ST NE	BYRON
ARROW ACE HARDWARE #11081	485 MARSCHALL RD	SHAKOPEE
ARROW ACE HARDWARE #11404	670 S WATER ST	NORTHFIELD
ARROW ACE HARDWARE #8626	208 NORTH CEDAR	OWATONNA
ARROW ACE HARDWARE #8647	1500 NORTH BROADWAY	ROCHESTER
ARROW ACE HARDWARE #8916	201 S MINNESOTA AVE	ST PETER
ARROW ACE HARDWARE #9873	1021 15TH AVE SE	ROCHESTER
ASHBY HARDWARE HANK	102 MELBY AVE	ASHBY
AURORA ACE HARDWARE	103 N MAIN ST	AURORA
B TO Z TRUE VALUE HARDWARE	321 E MAIN ST	BLOOMING PRAIRIE
BALDON DO IT BEST	409 SOUTH 6TH ST	ADEL
BEAR TRAX HARDWARE HANK	26485 370TH AVE	HILLMAN
BRAINERD ACE HARDWARE #192	214 WEST WASHINGTON ST	BRAINERD
BURGGRAF'S ACE HARDWARE #7020	1115 E HWY 169	GRAND RAPIDS
CARLSON ACE HARDWARE #3078	16281 MAIN AVE SE	PRIOR LAKE
CHISHOLM TRUE VALUE HARDWARE	121 WEST LAKE ST	CHISHOLM
CLARKS HARDWARE HANK	20 W 2ND	KINGSLEY
Cole Hardware Hank	508 NE 4TH ST	GRAND RAPIDS
CROSBY TRUE VALUE	225 W MAIN ST	CROSBY
CROSSLAKE ACE HARDWARE	35592 PIONEER DR	CROSSLAKE
CUNNINGHAM DO IT BEST	43 WEST MAIN ST	WAUKON
D&G ACE HARDWARE	1417 1ST AVE SW	AUSTIN
DEERWOOD TRUE VALUE	23682 FRONT ST	DEERWOOD

DENNY & KATHY'S ACE HARDWARE	3123 ROOSEVELT RD	ST CLOUD
DENNY KATHY'S ACE HARDWARE	2006 NORTH 8TH ST	ST CLOUD
DENNY'S ACE HARDWARE #5061	7 CALVARY RD	DULUTH
DIAMOND LAKE ACE HARDWARE	5425 NICOLLET AVE	MINNEAPOLIS
DJ'S TOTAL HOME ACE HARDWARE	6060 LABEAUX AVE NE	ALBERTVILLE
DO IT BEST / LOSSING BUILDING	30 NORTH DR	BABBITT
DO IT BEST / NORTHERN LUMBER	300 SEVENTH ST	INTERNATIONAL FALLS
DODA HARDWARE HANK	1400 UNIVERSITY AVE	CROOKSTON
EAGLE BEND FARM + LUMBER SUPPL	PO BOX 188	EAGLE BEND
EDGEWOOD HARDWARE HANK	340 EDGEWOOD RD NW	CEDAR RAPIDS
EDGEWOOD HARDWARE HANK	106 W UNION ST	EDGEWOOD
ELECTRIC SHOP - TRUE VALUE	610 1ST AVE	TWO HARBORS
EMILY ACE HARDWARE #11113	P.O. BOX 37	EMILY
EULS HARDWARE HANK	700 ATLANTIC AVE	MORRIS
FARIBAULT ACE HARDWARE #11393	421 2ND AVE NW	FARIBAULT
FARMERS CO-OP DO IT BEST	1800 7TH AVE NORTH	CLEARLAKE
FLEET FARM ACE HARDWARE 5869	1300 N STATE ST	FAIRMONT
FRATTALLONE'S ACE HARDWARE	5016 COUNTY RD 101	MINNETONKA
FRATTALLONE'S ACE HARDWARE #10	1750 WEIR DR	WOODBURY
FRATTALLONE'S ACE HARDWARE #11	3566 WINNETKA AVE N	NEW HOPE
FRATTALLONE'S ACE HARDWARE #11	650 GRAND AVE	ST PAUL
FRATTALLONE'S ACE HARDWARE #49	3527 LEXINGTON AVE N	ARDEN HILLS
FRATTALLONE'S ACE HARDWARE #58	4795 HIGHWAY 61 N	WHITE BEAR LAKE
FRATTALLONE'S ACE HARDWARE #92	4000 SIBLEY MEMORIAL HWY	EAGAN
FRATTALLONE'S ACE HARDWARE #95	4695 SHORELINE DR	SPRING PARK
FRATTALLONE'S ACE HARDWARE MET	1804 NICOLLET AVE S	MINNEAPOLIS
GODFREY'S TRUE VALUE	964 STATE 371 NW	BACKUS
GRANDE ACE HARDWARE #83	212-214 CHESTNUT ST	VIRGINIA
GULLANDER HARDWARE HANK	220 ATLANTIC AVE BOX 937	HALLOCK
HACKENSACK LUMBER & ACE HARDWA	124 N HWY 371	HACKENSACK
HARDWARE HANK	211 E BROADWAY	LITTLE FALLS
HARRIS ACE HARDWARE 03067	1878 ELMWOOD AVE	BELOIT
HITE ACE HARDWARE #8464	740 11TH ST E	GLENCOE
HOFFMAN ACE HARDWARE #10428	40 ARROWHEAD LN	MOOSE LAKE
HOFFMANN ACE HARDWARE #11622	1320 NORTHRIDGE DR NW	PINE CITY
HOME DEPOT	7207 FOLEY RD	BAXTER
HOME DEPOT - DULUTH	1101 MALL DR	DULUTH
HUDSON'S ACE HARDWARE	2900 E 42ND ST	MINNEAPOLIS
HUTCHINSON ACE HARDWARE #12041	105 E WASHINGTON AVE	HUTCHINSON
J & L HARDWARE HANK	128 E CHAPMAN ST	ELY
JORDAN ACE HARDWARE #12084	540 W SECOND ST	JORDAN
KENDALL'S ACE HARDWARE	1200 PAYNE AVE	ST PAUL
KENDALL'S ACE HARDWARE #10235	978 NORTH DALE ST	SAINT PAUL
KLINGENBERG DO IT BEST	402 W 11TH ST	NEWPORT
KNOXVILLE FARM DO IT BEST	1502 S LINCOLN	KNOXVILLE
KRAMER'S ACE HARDWARE #8150	12 FIRST AVE S	BUFFALO
KUIPERS ACE HARDWARE #10424	7914 OLSON MEMORIAL HWY	GOLDEN VALLEY
L & M SUPPLY / TRUE VALUE	620 HWY 33 S	CLOQUET

L & M TRUE VALUE	1200 E HWY 169	GRAND RAPIDS
L + M SUPPLY TRUE VALUE	BOX 280 1200 E HWY 169	GRAND RAPIDS
LITTLE FALLS TRUE VALUE	101 SW 5TH ST	LITTLE FALLS
LOSSING BUILDING Do It Best	30 NORTH DR	BABBITT
MAIN STREET ACE HARDWARE #8418	6388 MAIN ST	NORTH BRANCH
MARENGO FARM ACE HARDWARE	365 WESTERN AVE	MARENGO
MARKESAN HARDWARE HANK	7 N BRIDGE ST	MARKESAN
MCCABE'S ACE HARDWARE #7718	1200 MAIN ST EAST	SLEEPY EYE
MENARDS - BAXTER	15236 DELLWOOD DR	BAXTER
MENARDS - HERMANTOWN	4809 MILLER TRUNK HWY	HERMANTOWN
MENARDS - INTERNATIONAL FALLS	1985 VALLEY PINE CIRC	INTERNATIONAL FALLS
MENARDS - RICHFIELD	7701 NICOLLET AVE	RICHFIELD
MENARDS WEST DULUTH	503 NORTH 50TH	DULUTH
MERICKEL ACE HARDWARE #313W	HIGHWAY 10 WEST	WADENA
MERLINS ACE HARDWARE #5460	7844 MARKET BLVD	CHANHASSEN
MILLER HILL SUPER ONE	5401 BURNING TREE RD	DULUTH
MILLS FLEET FARM	14114 DELLWOOD DR	BAXTER
MILLS FLEET FARM	2002 W LINCOLN AVE	FERGUS FALLS
MIMBACH FLEET ACE HARDWARE	755 MAYHEW LAKE RD NE	ST CLOUD
MOE'S HARDWARE HANK	149 WEST SNELLING AVE	APPLETON
MT HAMILL DO IT BEST	1564 143RD ST	DONNELSON
NAGLE DO IT BEST	1201 S GILBERT ST	IOWA CITY
NASHUA PLBG HARDWARE HANK	317 MAIN ST	NASHUA
NICOLLET ACE HARDWARE #9328	3805 NICOLLET AVE S	MINNEAPOLIS
OLIVIA ACE HARDWARE #10884	124 S 9TH ST	OLIVIA
PALMER HARDWARE DO IT BEST	115 N FRANKLIN ST	MANCHESTER
PARK ACE HARDWARE #6693	410 SOUTH PARK	PARK RAPIDS
PARTNERS HARDWARE HANK	242 SIBLEY AVE N	LITCHFIELD
PELLICCI ACE HARDWARE #6324	113 ELM ST	FARMINGTON
PILOT LUMBER DO IT BEST	238 GRANDVIEW AVE	BELLEVUE
PILOT LUMBER DO IT BEST	302 WASHINGTON ST	ALEXANDRIA
PORTER DO IT BEST	4209 HUBBELL AVE	DES MOINES
PRINCETON ACE HARDWARE	706 S RUM RIVER DR	PRINCETON
RED WING ACE HARDWARE	1264 WEST MAIN ST	RED WING
RETZLAFF ACE HARDWARE	21 N MINNESOTA	NEW ULM
RITE ACE HARDWARE	13151 WEAVER LAKE RD	MAPLE GROVE
RITE ACE HARDWARE	21401 JOHN MILLESS DR	ROGERS
ROBBINSDALE ACE HARDWARE #1058	4140 W BROADWAY AVE	ROBBINSDALE
ROYALTON HARDWARE HANK	PO BOX 197	ROYALTON
SAC CITY FARM HARDWARE HANK	3141 255TH ST	SAC CITY
SARTELL ACE HARDWARE #7258	1001 2ND ST SOUTH	SARTELL
SCHOLZE ACE HARDWARE HOME CENTER	PO BOX 532	BLACK RIVER FALLS
SCHUTT'S TRUE VALUE	907 ATLANTIC AVE	KERKHOVEN
SCHWALBACH ACE HARDWARE	1131 OXFORD ST	WORTHINGTON
STILLWATER ACE HARDWARE #4018	1662 MARKET DR	STILLWATER
STRAND ACE HARDWARE #8850	36 NORTH BROADWAY	PELICAN RAPIDS
SUBURBAN ACE HARDWARE #10532	1214 S ROBERT ST	W ST PAUL
SUBURBAN ACE HARDWARE #10978	1930 N LEXINGTON AVE	ROSEVILLE

SUPER ONE FOODS	707 HWY33 SOUTH	CLOQUET
SUPER ONE FOODS	5300 BRISTOL ST	DULUTH
SYS HARDWARE HANK	301 S MAIN	KARLSTAD
TERRY'S ACE HARDWARE #3035	14635 S ROBERT TRAIL	ROSEMOUNT
TERRY'S ACE HARDWARE #3933	375 33RD ST WEST	HASTINGS
THE HOME DEPOT	300 28TH AVE SE	WILMAR
THE HOME DEPOT #2831	2025 WEST LINCOLN AVE	FERGUS FALLS
Timber Bldg Supply Ace Hardw	14506 STATE HWY 6	DEERWOOD
TOWN & COUNTRY TRUE VALUE	900 ATLANTIC AVE	MORRIS
VERGAS ACE HARDWARE #7090	PO BOX 159	VERGAS
WACONIA ACE HARDWARE FARM	801 SOUTH HWY 284	WACONIA
WALKER ELECTRIC & ACE HARDWARE	8250 INDUSTRIAL PARK DR NW	WALKER
WELNA ACE HARDWARE	5139 W 44TH ST	MINNEAPOLIS
WELNA ACE HARDWARE #7166	2438 BLOOMINGTON AVE S	MINNEAPOLIS
WILLOW RIVER MERC. CO	PO BOX 67	WILLOW RIVER
WISE ACE HARDWARE #87	210 S WASHINGTON	LAKE CITY
ZIMMER DO IT BEST HARDWARE	537 PIKE ST	COVINGTON

## Missouri Stores

StoreName	StoreAddr	StoreCity
ACE HARDWARE #33	221 LAMP AND LANTER VILLAGE	CHESTERFIELD
ACE HARDWARE #491	11767 MANCHESTER	ST LOUIS
ACE HARDWARE OF MARYLAND HEIGH	12634 DORSETT SQ	MARYLAND HEIGHTS
ARNOLD ACE HARDWARE #8132	1520 JETCO BLVD	ARNOLD
BRAD'S TRUE VALUE	530 E MT VERNON BLVD	MT VERNON
CARTHAGE TRUE VALUE HARDWARE	119 E THIRD ST	CARTHAGE
ELIAS ACE HARDWARE #10644	1719 N KINGS HIGHWAY	CAPE GIRARDEAU
Home Depot	3202 S Kings Highway Blvd	St Louis
Home Depot	1603 S Hanley Rd	Brentwood
Home Depot	7481 S Lindbergh Blvd	St Louis
Home Depot	10890 Sunset Hills Plz	St Louis
Home Depot	11245 Saint Charles Rock Rd	Bridgeton
Home Depot	3865 Vogel Rd	Arnold
Home Depot	390 Thf Blvd	Chesterfield
Home Depot	3891 Mexico Rd	St Charles
Home Depot	6190 Mid Rivers Mall Dr	St Peters
Home Depot	1525 Highway K	O'Fallon
Home Depot	1131 W Gannon Dr	Festus
Home Depot	1920 Wentzville Pkwy	Wentzville
Home Depot	3215 Clark Lane	Columbia
Home Depot	3110 E 20th Street	Joplin
HOME DEPOT #3008	4949 OLD PIKE RD	GLADSTONE
HOME DEPOT #3011	32025 KINGSHIGHWAY	ST LOUIS
HOME DEPOT #3021	111 E LINWOOD BLVD	KANSAS CITY
HOME DEPOT #3022	6190 MID RIVERS MALL DR	ST PETERS
HOME DEPOT #8994	390 THF BLVD	CHESTERFIELD

PEARE BROS TRUE VALUE	617 S MAIN	JOPLIN
PEARL BROS. TRUE VALUE HARDWAR	617 MAIN ST	JOPLIN
R&R ACE HARDWARE #5531	845 N COMMERCIAL AVE	ST CLAIR
WESTLAKE ACE HARDWARE	1000 WESTPORT RD	KANSAS CITY
WESTLAKE ACE HARDWARE	5945 N.E. ANTIOCH RD	GLADSTONE
WESTLAKE ACE HARDWARE	1020 W 103RD	KANSAS CITY
WESTLAKE ACE HARDWARE	5009 NE VIVION RD	KANSAS CITY
WESTLAKE ACE HARDWARE #00320	206 E 2ND STREET	FULTON
WESTLAKE ACE HARDWARE #01	HWY 24 & BUS 63	MOBERLY
WESTLAKE ACE HARDWARE #10 OR #	1205 N 7 HIGHWAY	BLUE SPRINGS
WESTLAKE ACE HARDWARE #10672	810 WASHINGTON CORNERS	WASHINGTON
WESTLAKE ACE HARDWARE #10974	1804 E OHIO	CLINTON
WESTLAKE ACE HARDWARE #298	1910 W WORLEY ST	COLUMBIA
WESTLAKE ACE HARDWARE #31	6201 INDIANAPOLIS AVE	KANSAS CITY
WESTLAKE ACE HARDWARE #360	1900 BUSINESS LOOP 70 E	COLUMBIA
WESTLAKE ACE HARDWARE #3892	1010 THOMPSON BLVD	SEDALIA
WESTLAKE ACE HARDWARE #4 OR 34	1614 W GREEN	KIRKSVILLE
WESTLAKE ACE HARDWARE #4702	10130 E 350 HWY	RAYTOWN
WESTLAKE ACE HARDWARE #49 or #	415 E US 24 HWY	INDEPENDENCE
WESTLAKE ACE HARDWARE #5260-L	328 B EAST YOUNG ST	WARRENSBURG
WESTLAKE ACE HARDWARE #526L	WEST PLAZA SHOPPING CENTER	MEXICO
WESTLAKE ACE HARDWARE #6	2305 MISSOURI BLVD	JEFFERSON CITY
WESTLAKE ACE HARDWARE #67	1735 E NORTH AVE	BELTON
WESTLAKE ACE HARDWARE #69	157 A CROWN HILL RD	EXCELSIOR SPRINGS
WESTLAKE ACE HARDWARE #8820	2350 S CAMPBELL	SPRINGFIELD

## Ohio Stores

StoreName	StoreAddr	StoreCity
ACE HARDWARE	7852 CINCINNATI-DAYTON RD	WEST CHESTER
ACE HARDWARE	88 WASHINGTON SQUARE	WASHINGTON COURT HOUSE
ACE HARDWARE DILLONVALE	3986 E GALBRAITH RD	CINCINNATI
ACE HARDWARE LEBANON	729 E MAIN ST	LEBANON
ENGLEWOOD ACE HARDWARE	115 W NATIONAL RD	ENGLEWOOD
Home Depot	1094 STATE HIGHWAY 28	MILFORD
Home Depot	3400 HIGHLAND AVE	CINCINNATI
Home Depot	345 N SPRINGBORO PIKE	MIAMISBURG
Home Depot	3461 JOSEPH RD	CINCINNATI
Home Depot	520 OHIO PIKE	CINCINNATI
Home Depot	5200 SALEM AVENUE	DAYTON
Home Depot	5203 BARDES RD	MASON
Home Depot	5860 WILMINGTON PIKE RD	CENTERVILLE
Home Depot	6300 GLENWAY AVE	CINCINNATI
HOME DEPOT	1094 HIGHWAY 28	MILFORD
HOME DEPOT	3775 PRESIDENTIAL DR	FAIRBORN
NORTH DIXIE ACE HARDWARE	9125 NORTH DIXIE DR	DAYTON

**Spotlight:**  
"Change a Light, Change the World"

The "Change the Light, Change the World" promotion, which starts October 1<sup>st</sup> and runs for a limited time, promotes the benefits of changing out the light bulbs in the five most used fixtures in a home. These fixtures are usually found in the master bedroom, master bathroom, living room, dining room and kitchen. Changing the five most frequently used bulbs to ENERGY STAR qualified CFLs can save the average homeowner as much as \$60 on their annual energy bills.

**Advantages of Compact Fluorescent Lamps (CFLs)**

- Reduced energy use...they utilize 75% less energy.
- Extra long life...up to 10 times longer than standard incandescent lamps.
- Dramatic energy cost savings...up to \$30 over the life of the bulb.

**Good Advice. Great Hardware.**

- PLUMBING
- ELECTRICAL
- PAINT
- TOOLS
- HARDWARE
- LAWN & GARDEN

**13 Frattallone's Locations**

**ANDOVER**  
13735 Round Lake Blvd.  
763.712.9833

**ARDEN HILLS**  
3527 N. Lexington Ave.  
651.484.3327

**BLAINE**  
10809 University Ave. NE  
763.754.0364

**CIRCLE PINES**  
9225 N. Lexington Ave.  
763.763.9161

**COLUMBIA HEIGHTS**  
2201 37th Ave. NE  
763.788.9455

**EAGAN**  
4000 Sibley Memorial Hwy  
651.454.6444

**NEW HOPE**  
3566 Winnetka Ave  
763.450.3080

**MINNEAPOLIS**  
1804 Nicollet Ave. S  
612.872.7000

**MINNETONKA (NEW STORE)**  
5016 Hwy 101  
(Hwy 101 and Hwy 7)  
952.474.5461

**SPRING PARK**  
4695 Shoreline Drive  
952.471.7574

**ST. PAUL SUMMIT HILL**  
850 Grand Ave.  
651.292.9800

**WHITE BEAR LAKE**  
4796 N. Highway 61  
651.429.4288

**WOODBURY**  
434 and Valley Creek  
651.738.1697

Sale prices good thru 9/21/2005



Hardware & Garden Made Easy.

**Change A Light, Change The World.**



**\$2 Rebate On GE Energy Saver Bulbs**

Sponsored by Xcel Energy and Midwest Energy Alliance

Sale Price.....\$2.99  
Mail in Rebate.....\$2.00  
**99¢**

Your Cost Without:  
GE 15-Watt CFL Bulb  
Equivalent to 60-Watts  
(11x100)



Sale Price.....\$3.49  
Mail in Rebate.....\$2.00  
**\$1.49**

Your Cost Without:  
GE 20-Watt CFL Bulb  
Equivalent to 75-Watts  
(11x100)

Sale Price.....\$3.79  
Mail in Rebate.....\$2.00  
**\$1.79**

Your Cost Without:  
GE 26-Watt CFL Bulb  
Equivalent to 100-Watts  
(11x100)



Sale Price.....\$5.99  
Mail in Rebate.....\$2.00  
**\$3.99**

Your Cost Without:  
GE 15-Watt CFL Aline Bulb  
Equivalent to 60-Watts  
(11x100)

Sale Price.....\$8.99  
Mail in Rebate.....\$2.00  
**\$6.99**

Your Cost Without:  
GE 32-Watt CFL Bulb  
Equivalent to 150-Watts  
(11x100)



Sale Price.....\$8.99  
Mail in Rebate.....\$2.00  
**\$6.99**

Your Cost Without:  
3 Way GE 29-Watt CFL Bulb  
Equivalent to 30/70/100-Watts  
(11x100)

Sale Price.....\$7.99  
Mail in Rebate.....\$2.00  
**\$5.99**

Your Cost Without:  
GE 26-Watt CFL Par 38 Bulb  
Equivalent to 90-Watts  
(11x100)



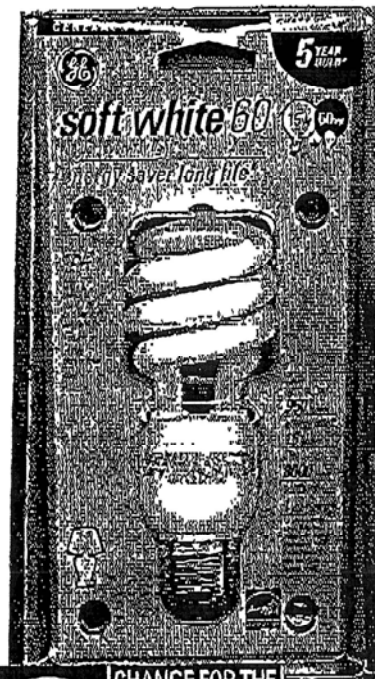
Sale Price.....\$10.99  
Mail in Rebate.....\$2.00  
**\$8.99**

Your Cost Without:  
GE 15-Watt CFL R30 Dim Bulb  
Equivalent to 60-Watts  
(11x100)





# SAVE UP TO \$36 IN ENERGY COSTS



OVER THE LIFE OF THE BULB



**Soft White** Longlife Plus  
Energy Saving Bulb

**99¢**

Soft White 60  
Cost after \$2.00 Instant Rebate  
(14 watt, equivalent to a 60 watt bulb)

- Outstanding efficiency - Up to 75% energy savings compared to incandescent bulbs
- Long Life - Lasts up to 8 times longer than incandescent light bulbs
- Flicker-free start - No flicker and quick or instant-on
- Excellent color rendering - Few phosphors make surroundings look natural and pleasing



**Ameren UE**



**MEEA**  
Missouri Energy Efficiency Alliance



Missouri  
Department of  
Natural Resources

Instant rebate sponsored by AmerenUE, the Midwest Energy Efficiency Alliance, and the Missouri Department of Natural Resources.



## ACE Hardware

**Maryland Heights**

12634 Dorsett Square Shopping Center  
(Dorsett & McKelvey)

**314-453-9393**

**Town & Country**

221 Lamp & Lantern Village  
NW Corner of Woodmill & Clayton Rd.

**636-386-7733**

**Des Peres**

11767 Manchester Road  
between Lindbergh & I-270 1 blk E. of Bopp Rd

**314-966-6611**

**Hurry: This Offer Good Only While Supplies Last**

## Attachment C – Directional Sign


**CHANGE FOR THE  
BETTER WITH  
ENERGY STAR**

# SAVINGS WITH A **TWIST**


**To receive your instant  
Cash-Back Reward:**

- 1. Choose which ENERGY STAR®  
qualified lighting products  
you wish to purchase**
- 2. Completely fill out coupon**  
Incomplete coupons will not be honored
- 3. Bring your ENERGY STAR  
qualified products and  
your completed coupon  
to the checkout**

Limit 6 bulbs per customer per visit.




**BULBS**  
**\$2**  
**CASH BACK  
PER BULB**




**mwalliance.org/cal2005**  
**888.476.9548**  
Voucher suggestions must be used for Missouri residents only.  
Incentives for retailers provided by: Consolidated Water & Light, Aquila,  
AmerenUE, Missouri Dept. of Natural Resources, Empire District,  
Independence Power & Light, and City of Mission of Springfield, MO.  
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Sponsored by:  
*Aquila  
Empire District  
City Utilities of Springfield, MO  
Missouri Dept. of Natural Resources  
Independence Power & Light  
Columbia Water & Light  
AmerenUE*

**MEEA**  
Missouri Energy Efficiency Alliance



## Attachment D – Shelf Shouter



CHANGE FOR THE  
 BETTER WITH  
 ENERGY STAR

### SAVINGS WITH A TWIST

- Use up to 75% less energy
- Last up to 10 times longer
- Save at least \$28 in energy costs over the life of each ENERGY STAR® qualified bulb
- Contribute to a cleaner environment while saving yourself energy, money and time

Limit 12 bulbs per customer per visit.



## BULBS

# \$2



## CASH BACK PER BULB

CFLs use less power to create the same amount of light. Use the table below to determine the correct wattage for your needs.

Incandescent bulb	CFL equivalent	Lifetime savings
40 watt	9 watt	\$17
60 watt	14-15 watt	\$28
75 watt	20 watt	\$33
100 watt	23-26 watt	\$51

[mwalliance.org/cal2005](http://mwalliance.org/cal2005)  
 888.476.9548  

 \*Savings based on average use of 3 hours per day. Actual savings may vary based on usage. CFLs are not recommended for use in enclosed fixtures.  
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## Attachment E – End Cap Sign

# SAVINGS WITH A TWIST

**BULBS**  
**\$2**  
**CASH BACK**  
**PER BULB**



- Use up to 75% less energy
- Last up to 10 times longer
- Save at least \$28 in energy costs over the life of each ENERGY STAR® qualified bulb

Limit 12 bulbs per customer per visit.



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

[mwalliance.org/cal2005](http://mwalliance.org/cal2005) 888.476.9548

While supplies last. Valid for Ohio residents only. Incentives for rebates provided by Ohio Dept. of Development, Office of Energy Efficiency.

© 2005 Alliance for Energy Efficiency



## Attachment F - Coupons

# \$2 Instant Rebate

On ENERGY STAR® Qualified Bulbs

Purchased at Ace Hardware

Offer available to Illinois ComEd residential electric customers only. I certify that I am an Illinois ComEd residential electric customer.

**Please sign or initial here:** \_\_\_\_\_

**Please complete the following information:**

name \_\_\_\_\_

street address \_\_\_\_\_

city, state & zip \_\_\_\_\_

daytime phone (for verification only) \_\_\_\_\_

name of store where purchased \_\_\_\_\_

city \_\_\_\_\_ date \_\_\_\_\_

**Please complete the following:**

Quantity	CFL	Standard Equiv.	GE Model	Ace SKU
<input type="text"/>	15w	60w	41520 (3166493)	
<input type="text"/>	20w	75w	15516 (3166501)	
<input type="text"/>	26w	100w	15517 (3166485)	
<input type="text"/>	32w	150w	24684 (3992211)	
<input type="text"/>	29w(3-way)	100w	41442 (3166543)	
<input type="text"/>	15w(A-line)	60w	21733 (3166477)	
<input type="text"/>	15w(Reflector)	65w	20708 (3138120)	
<input type="text"/>	15w(Dimming)	65w	21710 (3992252)	
<input type="text"/>	26w(Par38)	90w	21739 (3992260)	
<b>TOTAL Bulbs x \$2 =</b>		<input type="text"/>	<b>Total Reward</b>	

**Limit 12 bulbs per household.**

While supplies last. Instant Rebate not to exceed purchase price. Offer valid 10/01/05-12/31/05.

## To Receive Your Rebate:

1. Select up to 12 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 Illinois ComEd customers who purchase qualified compact fluorescent bulbs from October 1, 2005 through December 31, 2005 only. Offer good while supplies last, and may not be combined with any other utility or sponsor offer. Limit 12 bulbs per customer per visit.

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 rewards 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.


**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: **MEEA ENERGY STAR Bulbs, c/o WECC, 211 S. Paterson Street, 3rd Floor, Madison, WI 53703.** 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 15, 2006 to qualify for reimbursement.

While supplies last. Offer valid 10/01/05-12/31/05. MEEA-4005-0605-1A

Sponsored by:

Attachment G – Home Depot POP and Shipper Stickers



CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR

SAVINGS WITH A  
TWIST

To receive your  
instant Cash-Back  
Rebate:


1. Choose which ENERGY STAR®  
qualified lighting products you  
wish to purchase.

2. Completely fill out the coupon.  
Incomplete coupons will not be honored.

3. Bring your ENERGY STAR qualified  
products and your completed  
coupon to the checkout.

Limit 6 bulbs per customer per visit.

BULBS  
\$4  
INSTANT  
REBATE  
PER  
MULTI-  
PACK







- Use up to 75% less energy
- Last up to 10 times longer
- Save at least \$28 in energy costs over the life of each ENERGY STAR qualified bulb
- Contribute to a cleaner environment while saving yourself energy, money and time



FPO coupon

[mwalliance.org/cal2005](http://mwalliance.org/cal2005)  
888.476.9548

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Sponsored by:





MEEA Change A Light, Change the World 2005 Campaign

30



# \$2 Instant Rebate

Instant Reward valid on ENERGY STAR qualified bulbs only.  
Valid October 1, 2005 - December 31, 2005, while supplies last.  
Limit 6 bulbs per customer.

888.476.9548  
[mwalliance.org/cal05](http://mwalliance.org/cal05)





# \$2 Instant Rebate

Instant Rebate valid on ENERGY STAR qualified bulbs only.  
Valid while supplies last. Limit 12 bulbs per customer.

888.476.9548    [mwalliance.org/cal2005](http://mwalliance.org/cal2005)



## Attachment H – Bulb Sale Ad



# SAVINGS WITH A TWIST

**Light up your life — for less!**

Visit this special sale and stock up on money-saving, energy-saving GE compact fluorescent light bulbs. This Wednesday, you can save energy, improve the environment and manage your utility bills!

For 99¢, you'll get an ENERGY STAR qualified light bulb that:

- uses 75% less energy
- lasts up to 10 times longer
- saves at least \$28 in energy costs over its life

The sale will take place at Westlake Ace Hardware, 2305 Missouri Blvd., Jefferson City, MO.

If you can't make the sale, don't miss the savings!

Visit [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005) for a list of hardware stores where you can get your instant \$2 rebate on these great light bulbs.



Rebate sponsored by AmerenUE, Missouri Department of Natural Resources and the Midwest Energy Efficiency Alliance.

**ENERGY STAR qualified GE bulbs,  
on sale for as low as \$0.99**

**Wednesday, October 5<sup>th</sup> 9:00 am – 4:00 pm**  
**Westlake Ace Hardware**  
**2305 Missouri Blvd., Jefferson City, MO**

Offer valid 10/5/05, while supplies last. Limit 6 bulbs per customer. For more information call 888-476-9548 or visit [mwalliance.org/cal2005](http://mwalliance.org/cal2005).

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## Attachment – I – Media Alerts and Speaking Points



**MEDIA CONTACT:**  
Julie Wade, Hoffman York  
414-225-9568; jwade@hyc.com

FOR IMMEDIATE RELEASE

### **Governor Blunt to Host Energy Efficient Light Bulb Sale**

*-Local Residents Encouraged To Buy Energy Efficient Light Bulbs To Save Energy, Money and  
Help Protect the Environment-*

**JEFFERSON CITY, Mo. (October 3, 2005)** – Area residents have the opportunity to start saving money on their energy bills with the simple twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). AmerenUE, the Missouri Department of Natural Resources, and Westlake ACE Hardware are making it even easier by holding a special bulb sale and offering CFLs for as little as \$0.99 throughout the day (or until supplies last) beginning at 9:00 A.M. on Wednesday, October 5, at Westlake ACE Hardware, 2305 Missouri Blvd., Jefferson City, Missouri. The sale is open to the public. A press conference featuring Governor Matt Blunt, Mayor John Landwehr, Doyle Childers, director of the Missouri Department of Natural Resources, and Dave Whiteley, senior vice president Energy Delivery Services for Ameren Corporation, will kick off the event.

Residents are encouraged to use the bulbs they buy to replace their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. The most frequently used lights typically include the kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp.

The Midwest Energy Efficiency Alliance (MEEA) is organizing the event in conjunction with the national "Change a Light, Change the World" campaign, which promotes the financial, energy and environmental benefits of using ENERGY STAR qualified lighting products. A \$2 instant rebate from AmerenUE and the Missouri Department of Natural Resources allows residents to purchase bulbs for as little as \$0.99. There will be a purchase limit of six bulbs.

"We're proud to support an event that benefits residents of Jefferson City in so many ways," said Dave Whiteley, senior vice president Energy Delivery Services for Ameren. "Changing a light bulb is so

simple, but it has a big impact on our utility bills, our energy consumption and the quality of our air and water.”

ENERGY STAR qualified CFLs provide quality lighting while using up to 75 percent less energy and lasting up to ten times longer than standard incandescent bulbs. Changing the five most frequently used bulbs to ENERGY STAR qualified CFLs can save a household more than \$60 a year in energy costs.

For more information about the “Change a Light, Change the World” program, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About AmerenUE**

AmerenUE is a subsidiary of St. Louis-based Ameren Corporation and is Missouri’s largest electric utility and third largest distributor of natural gas. AmerenUE operates nine power plants and provides energy services to 1.1 million electric customers and 120,000 natural gas customers in north, central and eastern Missouri, including the St. Louis area. For more information, visit [www.ameren.com](http://www.ameren.com).

### **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 [www.dnr.state.mo.us](http://www.dnr.state.mo.us).

### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA’s goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **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](http://www.energystar.gov).



## **PROGRAM OUTLINE**

### **Press Conference: Compact Fluorescent Light Bulb Sale Westlake ACE Hardware, Jefferson City, Mo. October 5, 2005**

#### **Doyle Childers, director, Missouri Department of Natural Resources (Emcee)**

- Welcome. Thank you for coming to this event.
- Introduce / thank other speakers for attending.
  - Governor Matt Blunt, who is graciously hosting today's light bulb sale.
  - Mayor John Landwehr for attending.
  - Westlake ACE Hardware for hosting the event.
  - All sponsors of the "Change a Light, Change the World" program in Missouri including AmerenUE, Aquila, Empire, Independence Power & Light and City Utilities of Springfield.
- Today MEEA is organizing this light bulb sale in conjunction with the national "Change a Light, Change the World" program sponsored by the ENERGY STAR<sup>®</sup> program.
- Introduce Dave Whiteley, senior vice president, Energy Delivery Services, for Ameren Corporation.

*Doyle sits down. Dave takes the podium.*

#### **Dave Whiteley, senior vice president, Energy Delivery Services, Ameren**

- Good morning. Thank you.
- AmerenUE is proud to support the "Change a Light, Change the World" program in Missouri. We're involved in this program because energy efficiency is good for Missouri, it's good for our communities, and it's good for our customers.
- The "Change a Light, Change the World" campaign has a simple message: When you change your next light bulb or fixture, make sure its ENERGY STAR qualified. This year, residents are encouraged to replace the incandescent lighting in the five light fixtures they use most frequently with ENERGY STAR qualified compact fluorescent lights. The most frequently used fixtures in the average home are in the living room, dining room, kitchen, master bedroom and master bathroom.
- ENERGY STAR qualified compact fluorescent light bulbs – or CFLs – like the ones we're selling here today use up to 75 percent less energy than standard incandescent bulbs.
- If every household in Missouri replaced just one incandescent bulb with an ENERGY STAR qualified CFL, it would reduce our annual electricity consumption by more than 71 million kilowatt-hours.
- Using less energy means lower utility bills.

- Switching just one bulb will save \$30 in energy costs over the lifetime of the bulb.
- The instant rebates being offered today make them even more affordable.
- I would now like to introduce Mayor John Landwehr.

*Dave sits down. Mayor Landwehr takes the podium.*

### **Mayor John Landwehr**

- Thank you. It's wonderful to be here, etc...
- Recognize other speakers, etc...
- Changing a light bulb is one of the easiest energy efficiency improvements Missouri residents can make. All it takes is screwing in an ENERGY STAR qualified compact fluorescent light bulb, or CFL.
- The phrase "Change a Light, Change the World" is much more than a catchy slogan it's statement of vision and optimism.
- Missourians may not immediately see the connection between changing one light bulb and changing the whole world.
  - A CFL uses up to 75 percent less energy than a standard incandescent bulb.
  - That means you pay less on your energy bill.
  - It sacrifices no quality of light.
  - It lasts up to 10 times longer than an incandescent bulb.
  - With the rebate being offered right now, it's very economical.
- There are environmental benefits, too.
  - If every Missouri household replaces just one incandescent bulb with a qualified CFL it can prevent more than 171,795,627 pounds of greenhouse gas emissions in one year.
- I hope many more will join us here today to "Change a Light, Change the World" – one bulb at a time.
- Introduce Governor Matt Blunt.

*Mayor Landwehr sits down. Governor Blunt takes the podium.*

### **Governor Matt Blunt**

- Thank the Missouri Department of Natural Resources and AmerenUE for sponsoring today's sale and the "Change a Light, Change the World" program in Missouri.
- Thank Westlake ACE Hardware for hosting the event.
- Thank the Midwest Energy Efficiency Alliance for organizing today's event and the statewide "Change a Light, Change the World" program.

- Jefferson City is proud to host today's sale and to promote the economic and environmental benefits of energy efficient lighting. It's amazing how – with a simple twist – and ENERGY STAR qualified CFL can be a quick and easy solution to reduce Jefferson City residents' utility bills and energy consumption.

Dave, Doyle and Mayor Landwehr have outlined a variety of good reasons to make the switch. Just to recap:

- There are so many reasons that Jefferson City is proud to take part in this energy efficient light bulb sale including:
  - **Immediate savings** – During the program, residents can purchase qualified CFLs for as little as \$0.99.
  - **Savings for years to come** – By making this simple change, residents can save as much as \$60 on their utility bills
  - **Reduced energy consumption** – CFLs use 75 percent less energy than incandescent bulbs.
  - **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.
  - **Convenience** – CFLs last up to 10 times longer than standard incandescent bulbs making hard-to-reach bulbs a thing of the past.
  - **Quality and versatility** – CFLs provide the same bright light as incandescent bulbs and are available in a wide variety of sizes, shapes and styles.
  - **Economic development** – By using less energy, we reduce our utility bills and the amount of money that leaves the state to purchase fossil fuels to generate energy. More money in the state means economic growth and more jobs.
- Details about today's CFL sale:
  - Purchase a CFL for as little as \$0.99 after a \$2 instant rebate from AmerenUE and the Missouri Department of Natural Resources.
  - The sale takes place until 4 p.m. today at Westlake ACE Hardware.
- Details about "Change a Light, Change the World" program:
  - Residents who can't make it to the Jefferson City today can still participate in the "Change a Light, Change the World" program.
    - ✓ \$2 instant rebate on the purchase of CFLs at participating ACE Hardware and Home Depot locations through December 31, 2005.
    - ✓ Limit six bulbs per customer per visit.
- For more information, visit [www.mwalliance.org](http://www.mwalliance.org) or call 888-476-9548.

*Governor Blunt purchases the first CFL of the sale.*

###

## **Attachment J – Media Releases**

### **MEDIA CONTACT:**

Julie Wade, Hoffman York  
414-225-9568; jwade@hyc.com

FOR IMMEDIATE RELEASE

### **SAVE MONEY AND ENERGY WITH THE TWIST OF ENERGY EFFICIENT BULBS**

**ALEXANDRIA, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, the Minnesota Department of Commerce and Alexandria Light & Power (ALP) 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and ALP are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

#### **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

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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 Alexandria Power & Light**

Established in 1889, Alexandria Light & Power (ALP) has been Alexandria, Minnesota's municipally owned utility for more than 100 years. Governed by the Alexandria Board of Public Works, ALP serves more than 8,000 businesses and homes with electricity, water, Internet service and telecommunications. For more information, visit [www.alputilities.com](http://www.alputilities.com).

### **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](http://www.energystar.gov).

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**MEDIA CONTACT:**

Julie Wade, Hoffman York

414-225-9568; jwade@hyc.com

FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**KANSAS CITY, Missouri (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Dec. 31, 2005, Kansas City Power & Light (KCP&L) and the Missouri Department of Natural Resources 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. KCP&L and the Missouri Department of Natural Resources are participating in the initiative for Missouri residents to switch to energy efficient lighting by offering up to a \$2 instant Cash-Back Rebate on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rebate, the bulbs can sell for as little as \$0.99 at selected Ace Hardware and Home Depot stores.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the EPA's ENERGY STAR program. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we would avoid the emission of more than one trillion pounds of greenhouse gases. That's equivalent to the emissions from more than 8 million cars."

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ENERGY STAR qualified CFLs use up to 75 percent less energy than typical incandescent light bulbs and offer superior performance, lasting up to 10 times longer than incandescent bulbs. The light is surprisingly bright and warm and their long life results in fewer bulb purchases and replacements.

Lighting products that earn the ENERGY STAR label offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005) or the KCP&L Web site at [www.kcpl.com](http://www.kcpl.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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **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 [www.dnr.state.mo.us](http://www.dnr.state.mo.us).

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### **About Kansas City Power & Light**

Headquartered in Kansas City, MO., KCP&L ([www.kcpl.com](http://www.kcpl.com)) is a leading regulated provider of electricity in the Midwest. KCP&L is a wholly owned subsidiary of Great Plains Energy Incorporated (NYSE: GXP), the holding company for KCP&L and Strategic Energy LLC, a competitive electricity supplier.

### **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](http://www.energystar.gov).

###

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Julie Wade, Hoffman York

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**CHICAGO, Ill. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Dec. 31, 2005, ComEd is encouraging Illinois 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. ComEd is helping Illinois residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of 12 bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **About the Midwest Energy Efficiency Alliance**

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#### **About ComEd**

Commonwealth Edison, ComEd, is a unit of Chicago-based Exelon Corporation (NYSE: EXC) – one of the nation's largest electric utilities with more than \$15 billion in revenues and a customer base of 5.2 million. ComEd provides service to approximately 3.7 million customers

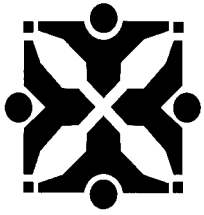
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across Northern Illinois, or 70 percent of the state's population. For more information, visit [www.exeloncorp.com](http://www.exeloncorp.com).

### **About ENERGY STAR**

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CITY OF COLUMBIA,  
MISSOURI

P.O. BOX 6015 COLUMBIA, MO  
65205

## **FOR IMMEDIATE RELEASE**

**September 19, 2005**

**CONTACT: Connie Kacprowicz, Communications Specialist  
-or- Tina Worley, Utility Services Manager  
(573) 874-7325**

**Julie Wade, Hoffman York  
(414) 225-9568  
jwade@hyc.com**

### **Rebates for energy saving light bulbs**

(Columbia, MO) Columbia Water & Light is partnering with state and federal agencies to provide cash back rebates on the purchase of energy saving compact fluorescent light bulbs. Compact fluorescents use up to 75 percent less energy and last ten times longer than incandescent light bulbs.

From October 1 through December 31, 2005, Columbia Water and Light and the Missouri Department of Natural Resources are offering cash back rebates for Energy Star qualified compact fluorescent purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at Westlake Ace Hardware stores and Home Depot, while supplies last. Columbia Water and Light customers are urged to switch to compact fluorescent bulbs in their home's five most frequently used light fixtures. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60. a year in energy costs.

The compact fluorescent rebate 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. The Midwest Energy Efficiency Alliance is coordinating the rebate program through regional utility companies and hardware stores.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the Energy Star program with the Environmental Protection



Agency. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to Energy Star qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

Lighting products that earn the Energy Star label also offer extra safety and convenience features. Compact Fluorescent bulbs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of shapes, sizes and styles available, compact fluorescent bulbs can be used throughout the home. Choosing Energy Star qualified lighting for the home is a simple way to save time, energy, and money while preserving our environment for future generations.

Participating Stores in the Compact Fluorescent Rebate Program:

- Home Depot, 3215 Clark Lane, Columbia, Missouri
- Westlake Ace Hardware, 1900 Business Loop 70 East & 1910 W. Worley Street, Columbia, Missouri

Information about participating entities:

- Columbia Water and Light: 573-874-7325 or [www.GoColumbiaMo.com](http://www.GoColumbiaMo.com)
- Missouri Department of Natural Resources: [www.dnr.state.mo.us](http://www.dnr.state.mo.us)
- The Midwest Energy Efficiency Alliance: 888-476-9548 or [www.mwalliance.org/consumers/current/cal2004/](http://www.mwalliance.org/consumers/current/cal2004/)
- Energy Star: [www.energystar.gov](http://www.energystar.gov)

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**COLUMBUS, Ohio (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Dec. 31, 2005, the Office of Energy Efficiency (OEE) within the Ohio Department of Development is encouraging Ohio 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The OEE is helping Ohio residents make the simple switch to energy efficient lighting by offering up to a \$2 instant Cash-Back Rebate on ENERGY STAR qualified CFL purchases of 12 bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware and Home Depot locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **Office of Energy Efficiency**

The Office of Energy Efficiency (OEE), a division of the Ohio Department of Development (ODOD), works with individuals, communities, non-profit organizations, businesses large and small, industry and other government agencies to achieve the following

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vision: a robust economy supported by multiple energy sources, energy efficiency, and advanced technology with added value for the quality of life for all Ohioans. For more information, visit [www.odod.state.oh.us](http://www.odod.state.oh.us).

### **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](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**INDIANAPOLIS, Ind. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and helping the environment.

From Oct. 1 through Dec. 31, 2005, Indianapolis Power & Light Company (IPL) is encouraging Indianapolis residents to "Change the World" one light at a time by replacing the bulbs in their home's five most frequently used light fixtures with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household could save up to \$60 a year in energy costs.

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. IPL is helping Indiana residents make the simple switch to energy efficient lighting by offering up to a \$2 instant Cash-Back Rebate on ENERGY STAR qualified CFL purchases of 12 bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware and Home Depot locations.

"Most people don't know that switching to energy efficient light bulbs and fixtures is a simple way to do their part to reduce their energy consumption and protect the environment," said Wendy Reed of the ENERGY STAR program [at the US EPA].

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 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 bulbs.

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Most people want to do their part to help the environment, but sometimes don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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### **About Indianapolis Power & Light Company**

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.ipalco.com](http://www.ipalco.com).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**MINNEAPOLIS, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, the Minnesota Department of Commerce and Xcel Energy 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By changing these five lights, a household can save more than \$30 a year in energy costs.

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. The Minnesota Department of Commerce and Xcel Energy are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware locations.

"Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

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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 Xcel Energy**

Xcel Energy is a major U.S. electricity and natural gas company with regulated operations in 10 Western and Midwestern states. Xcel Energy provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers through its regulated operating companies. In terms of customers, it is the fourth-largest combination natural gas and electricity company in the nation. Company headquarters are located in Minneapolis. More information is available at [www.xcelenergy.com](http://www.xcelenergy.com).

### **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](http://www.energystar.gov).

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**MEDIA CONTACT:**

Julie Wade, Hoffman York

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**AUSTIN, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Austin Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

#### **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

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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 the Southern Minnesota Municipal Power Agency**

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

#### **About ENERGY STAR**

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**BLOOMING PRAIRIE, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Blooming Prairie Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

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#### **About the Southern Minnesota Municipal Power Agency**

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

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**FAIRMONT, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Fairmont Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

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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 the Southern Minnesota Municipal Power Agency**

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

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**GRAND MARAIS, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Grand Marais Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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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 the Southern Minnesota Municipal Power Agency**

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

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**LAKE CITY, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Lake City Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**LITCHFIELD, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Litchfield Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

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#### **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](http://www.energystar.gov).

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**MEDIA CONTACT:**

Julie Wade, Hoffman York

414-225-9568; [jwade@hyc.com](mailto:jwade@hyc.com)

FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**MORA, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Mora Municipal Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

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The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

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FOR IMMEDIATE RELEASE

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From Oct. 1 through Nov. 30, 2005, New Prague Utilities Commission, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

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From Oct. 1 through Nov. 30, 2005, North Branch Municipal Water & Light, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**OWATONNA, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Owatonna Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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FOR IMMEDIATE RELEASE

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ENERGY EFFICIENT BULBS**

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From Oct. 1 through Nov. 30, 2005, Preston Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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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](http://www.energystar.gov).

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**MEDIA CONTACT:**

Julie Wade, Hoffman York

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**REDWOOD FALLS, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Redwood Falls Public Utilities Commission, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

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The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

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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.

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FOR IMMEDIATE RELEASE

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ENERGY EFFICIENT BULBS**

**ROCHESTER, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, Rochester Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

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From Oct. 1 through Nov. 30, 2005, Spring Valley Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**ST. PETER, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, St. Peter Municipal Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

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ENERGY EFFICIENT BULBS**

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From Oct. 1 through Nov. 30, 2005, Waseca Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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

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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](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

## **SAVE MONEY AND ENERGY WITH THE TWIST OF ENERGY EFFICIENT BULBS**

**ST. LOUIS, Mo. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup>-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.

From Sept. 15 through Dec. 31, 2005, AmerenUE and the Missouri Department of Natural Resources are encouraging Missouri residents to "Change the World" one light bulb, 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. AmerenUE and the Missouri Department of Natural Resources are helping Missouri residents make the simple switch to energy efficient lighting by offering instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Ace Hardware and Home Depot locations.

"Most people don't know that the energy they use in their homes can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than eight million cars."

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Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than a typical incandescent light bulbs, but CFLs last up to 10 times longer than incandescent bulbs, making frequent changes of hard-to-reach light bulbs a thing of the past. Consumers will be surprised at how bright and warm the light is and how little time they will spend replacing the energy efficient bulbs.

“Our goal with this program is to increase customer awareness of energy efficient lighting and to encourage the use of these products for homes and businesses,” said AmerenUE Senior Vice President-Missouri Energy Delivery Richard Mark. “These General Electric light bulbs use one-third to one-quarter the energy and last up to 10 times longer than conventional incandescent bulbs.”

Lighting products that earn the ENERGY STAR also offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

“Most people want to do their part to help the environment but don’t know where to start,” Reed says “Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money and help preserve our environment for future generations.”

For more information about the “Change a Light, Change the World” campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About AmerenUE**

AmerenUE is a subsidiary of St. Louis-based Ameren Corporation and is Missouri’s largest electric utility and third largest distributor of natural gas. AmerenUE operates nine power plants and provides energy services to 1.1 million electric customers and 110,000 natural gas customers in eastern Missouri, including the St. Louis area. For more information, visit [www.ameren.com](http://www.ameren.com).

### **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 [www.dnr.state.mo.us](http://www.dnr.state.mo.us).

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### **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 region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **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](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**KANSAS CITY, Mo. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Dec. 31, 2005, the Missouri Department of Natural Resources and Aquila 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Missouri Department of Natural Resources and Aquila are helping Missouri residents make the simple switch to energy efficient lighting by offering Cash-Back Rebates on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Ace Hardware locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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### **About Aquila**

Based in Kansas City, Missouri, Aquila, Inc. (NYSE: ILA) operates electricity and natural gas distribution utilities serving 1.3 million customers in seven U.S. states. Aquila also owns and operates power generation assets. Aquila serves 446,000 electric distribution customers in three states: Missouri, Kansas and Colorado; and 901,000 natural gas distribution customers in seven states: Missouri, Kansas, Colorado, Nebraska, Iowa, Michigan and Minnesota. For more information, visit [www.aquila.com](http://www.aquila.com).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**JOPLIN, Mo. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Dec. 31, 2005, the Missouri Department of Natural Resources and the Empire District Electric Company, 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Missouri Department of Natural Resources and the Empire District Electric Company are helping Missouri residents make the simple switch to energy efficient lighting by offering up to a \$2 Cash-Back Rebate on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Ace Hardware, Home Depot and three True Value locations in Southwest Missouri.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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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 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 bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

#### **About the Midwest Energy Efficiency Alliance**

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**About the Empire District Electric Company**

Based in Joplin, Missouri, the Empire District Electric Company (NYSE:EDE) is an investor-owned utility providing electric service to approximately 157,000 customers in southwest Missouri, southeast Kansas, northeast Oklahoma, and northwest Arkansas. The Company also provides fiber optic and Internet services, customer information software services, and has an investment in close-tolerance, custom manufacturing. Empire provides water service in three incorporated communities in Missouri. For more information, visit [www.empiredistrict.com](http://www.empiredistrict.com).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**INDEPENDENCE, Mo. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Dec. 31, 2005, the Missouri Department of Natural Resources and Independence Power & Light (IPL) 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Missouri Department of Natural Resources and IPL are helping Missouri residents make the simple switch to energy efficient lighting by offering Cash-Back Rebates on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each 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 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 bulbs.

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### **About Independence Power & Light**

Established in 1901, IPL is a non-profit, municipally owned electric utility serving the needs of more than 50,000 customers in Independence, Missouri. IPL maintains and operates 12 generating units, 15 major substations and more than 650 miles of power lines. For more information, visit [www.independencemo.org/pl](http://www.independencemo.org/pl).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**WILLMAR, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> 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.

From Oct. 1 through Nov. 30, 2005, the Minnesota Department of Commerce and Willmar Municipal Utilities 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 in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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. The Minnesota Department of Commerce and Willmar Municipal Utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering up to a \$2 Cash-Back Rebate on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Home Depot locations.

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For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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#### **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.

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### **About Willmar Municipal Utilities**

The Willmar Municipal Utilities is dedicated to providing reliable, quality electric, water and district heating service to its consumer-owners at competitive rates in a forward-looking, service-oriented manner based on consumer input. For more information, visit [www.wmu.willmar.mn.us](http://www.wmu.willmar.mn.us).

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