



Marketing Examples

For Sponsors

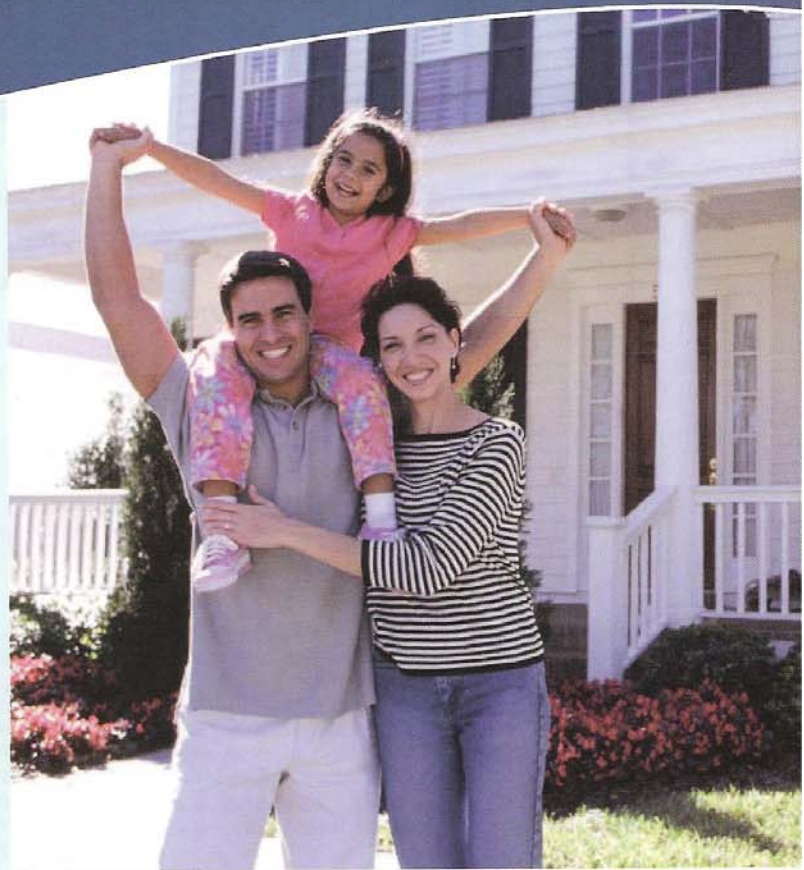
Print Ads



At Home with ENERGY STAR®

The Energy Trust of Oregon, Inc.'s Efficient New Homes program is proud to support the RE/MAX Street of New Beginnings in showcasing 10 ENERGY STAR qualified homes in this year's tour.

During the "At Home with ENERGY STAR" Weekend, June 25th – 26th, enter to win a suite of ENERGY STAR qualified appliances, provided by Standard TV and Appliance and Frigidaire.



To find a ENERGY STAR builder in your area:
www.energytrust.org
1-866-ENTRUST (368-7878)

Now there's one simple choice you can make that will give you greater savings, comfort and peace of mind for years to come...ENERGY STAR.

ENERGY STAR homes offer owners a lifetime of savings providing greater comfort and a quieter living environment. Qualified homes are at least 15% more efficient than a typical Oregon home and offer an annual energy bill savings of up to \$500.

Print Ads

Exhibit 28c



- Control indoor air quality and comfort
- Manage moisture, odor and condensation
- Enhance combustion safety and building durability
- Lower energy bills—saving money by saving energy

Print Ads

NEVADA POWER

The future looks bright

Major local retailers will be participating in the campaign. A list of the specific retailers can be found online at: www.nvadapower.com/conservation/residential/programs/rebates/retailer_list.cfm

*** ENERGY STAR® ENERGY EFFICIENT LIGHTING PROGRAM**

Nevada Power's energy efficient lighting program will promote ENERGY STAR qualified compact fluorescent lamps (CFLs), hardwired fixtures and torchieres for our customers. Special offers on these products will be available at select retailers while supplies last.

The ENERGY STAR lighting program will effectively help customers save money on utility bills and protect the environment through reduced energy consumption.

The program will be implemented through retail-based promotions of ENERGY STAR qualified CFLs, fixtures and torchieres. Program representatives will host events to educate customers on the value of ENERGY STAR lighting products at various retail locations. **O**

*** ENERGY STAR® APPLIANCE REBATE**

Nevada Power is launching an ENERGY STAR® appliance rebate program for residential customers. The program will help our customers save money on utility bills and protect the environment through reduced energy consumption. Mail-in rebates on ENERGY STAR qualified appliances are available on a first-come, first-served basis, are available on appliances purchased through October 15, or until funds are expended.






Nevada Power.

nevadapower.com





© 2006 Nevada Power. All rights reserved. new homes through 2006

Come Home to ENERGY STAR®

CHANGE FOR THE BETTER WITH ENERGY STAR



Choose an ENERGY STAR home and get a lifetime of savings. Qualified homes provide greater comfort, a quieter living environment, and are at least 15% more efficient than a typical Northwest home.


Proudly building all new homes ENERGY STAR:

- Black's Construction, Inc.
- Corbett Townhomes LLC
- DR Horton
- Fazzolari Custom Homes, Inc.
- Kimball Custom Homes
- Neil Kelly Company
- Monterey Custom Homes

In partnership with:

With support from:



NORTHWEST ENERGY EFFICIENCY ALLIANCE
www.nweaalliance.org

www.NorthwestENERGYSTAR.com

Print Ads

The future looks bright

Value, Comfort, and a cleaner environment come standard with your ENERGY STAR® qualified home.

For energy saving tips and programs visit nevadapower.com

Nevada Power.
nevadapower.com

ENERGY STAR qualified homes meet EPA's strict guidelines for energy efficiency. These homes provide greater comfort and durability while lowering utility costs. Energy efficiency also protects the environment by significantly reducing the greenhouse gas emissions that contribute to global warming. Learn more. Visit www.energystar.gov

ENERGY STAR

Buying an ENERGY STAR® home means you'll be able to afford to furnish it with



this not this



Save thousands over the life of your new home with ENERGY STAR.

Buying an ENERGY STAR qualified home is an easy way to save money throughout the life of your home. Your utility bills will be lower and you'll enjoy a home that boasts energy efficiency, increased comfort, and tighter construction. To learn more, visit www.energystarhomes.info or ask your builder about EPA's ENERGY STAR programs.

 TXU Electric Service
 TXU Energy Services is a proud member of the TXU group.


48 States
 Maryland Homes
 Phoenix Homes
 Portland Homes
 County Homes
 Parkville Homes, LP
 Colorado Homes
 Mountain Homes




 ENERGY STAR
 ENERGY STAR
 ENERGY STAR

Print Ads

use it.*




or lose it.



ENERGY STAR® lighting fixtures and compact fluorescent light bulbs **use less energy and reduce greenhouse gas emissions making them better for the environment.**


*Image is representative of a variety of compact fluorescent light bulbs that meet the ENERGY STAR standards.




CHANGE FOR THE BETTER WITH ENERGY STAR

www.GetEnergySmart.org

use it.*




or lose it.



If you're not using ENERGY STAR® lighting fixtures and bulbs in your home, **you're losing money every day!**

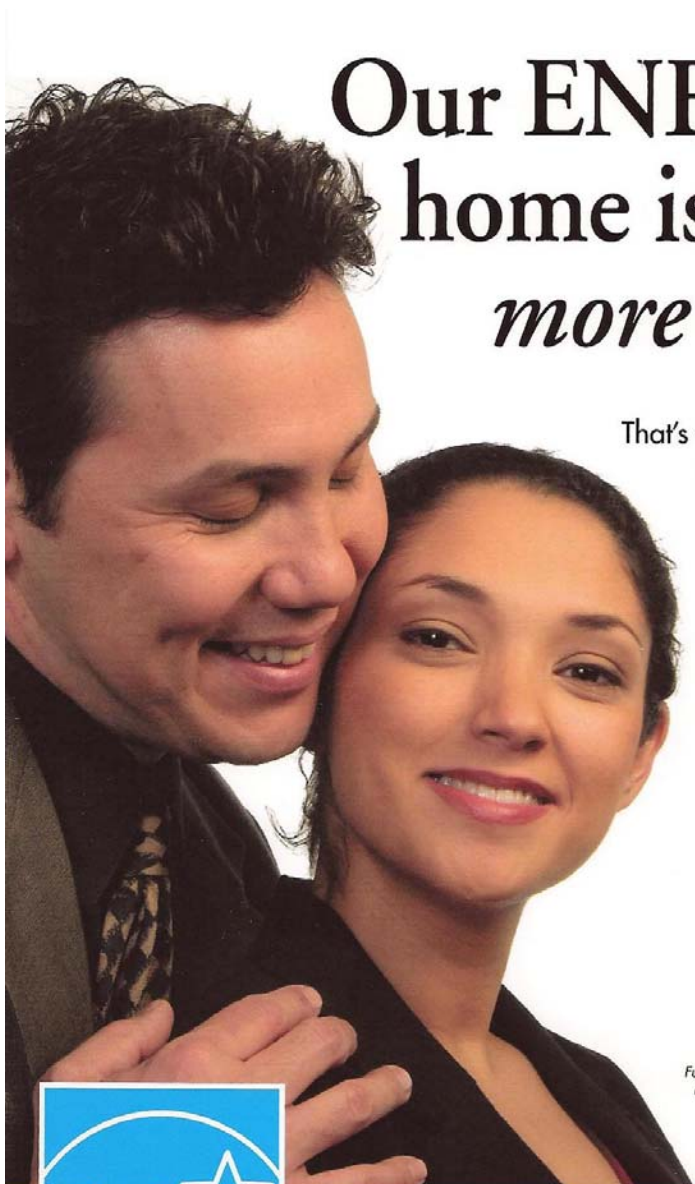
*Image is representative of a variety of compact fluorescent light bulbs that meet the ENERGY STAR standards.



CHANGE FOR THE BETTER WITH ENERGY STAR

www.GetEnergySmart.org

Print Ads



Our ENERGY STAR home is *quieter and more comfortable.*

That's what being at home is all about! We also feel good about our home's lower energy consumption and our lower energy bill.

ACCORDING TO THE ENVIRONMENTAL PROTECTION AGENCY ENERGY STAR HOMES –

- ★ Provide better indoor air quality
- ★ Are better for the environment
- ★ And, they can qualify for a preferred financing package

Our new ENERGY STAR home is more energy efficient and healthier for all of us. Now, that's a comforting thought!

Funding provided by the regulated electric utility for this program is approved by the Public Utility Commission of Texas in support of state-wide energy efficiency efforts.

www.HoustonEnergyStar.com



Ashton Woods Homes ★ Beazer Homes ★ Carlisle Homes ★ David Powers Homes
David Weekley Homes ★ D.R. Horton ★ Emerald Homes ★ Hammonds Homes
Heartland Homes ★ Imperial Homes ★ KB Home ★ Lennar Homes ★ Newmark Homes
Partners in Building ★ Perry Homes ★ Plantation Homes ★ Pulte Homes ★ Royce Builders
Ryland Homes ★ Trendmaker Homes ★ Village Builders ★ Wilshire Homes

The EPA's ENERGY STAR homes program is brought to you by

CenterPoint Energy has been named, for three years running, the EPA's ENERGY STAR Partner of the Year



ALWAYS THERE with answers on the spot.

Print Ads



Our ENERGY STAR home is *better for our air.*

And, that makes us feel really good. What's equally great is our lower energy consumption and our lower energy bill.

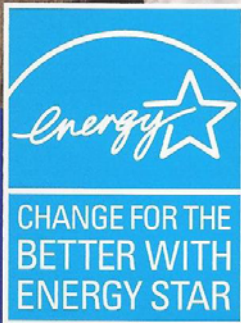
ACCORDING TO THE ENVIRONMENTAL PROTECTION AGENCY, ENERGY STAR HOMES –

- ★ Are more comfortable and quieter
- ★ Provide better indoor air quality
- ★ Are better for the environment
- ★ And, can qualify for a preferred financing package

So, you see, besides being better for the environment, our new ENERGY STAR home is better for us!

Funding provided by the regulated electric utility for this program is approved by the Public Utility Commission of Texas in support of statewide energy efficiency efforts.

www.HoustonEnergyStar.com



Ashton Woods Homes ★ Beazer Homes ★ Carlisle Homes ★ David Powers Homes
David Weekley Homes ★ D.R. Horton ★ Emerald Homes ★ Hammonds Homes
Heartland Homes ★ Imperial Homes ★ KB Home ★ Lennar Homes ★ Newmark Homes
Partners in Building ★ Perry Homes ★ Plantation Homes ★ Pulte Homes
Royce Builders ★ Ryland Homes ★ Trendmaker Homes ★ Village Builders ★ Wilshire Homes

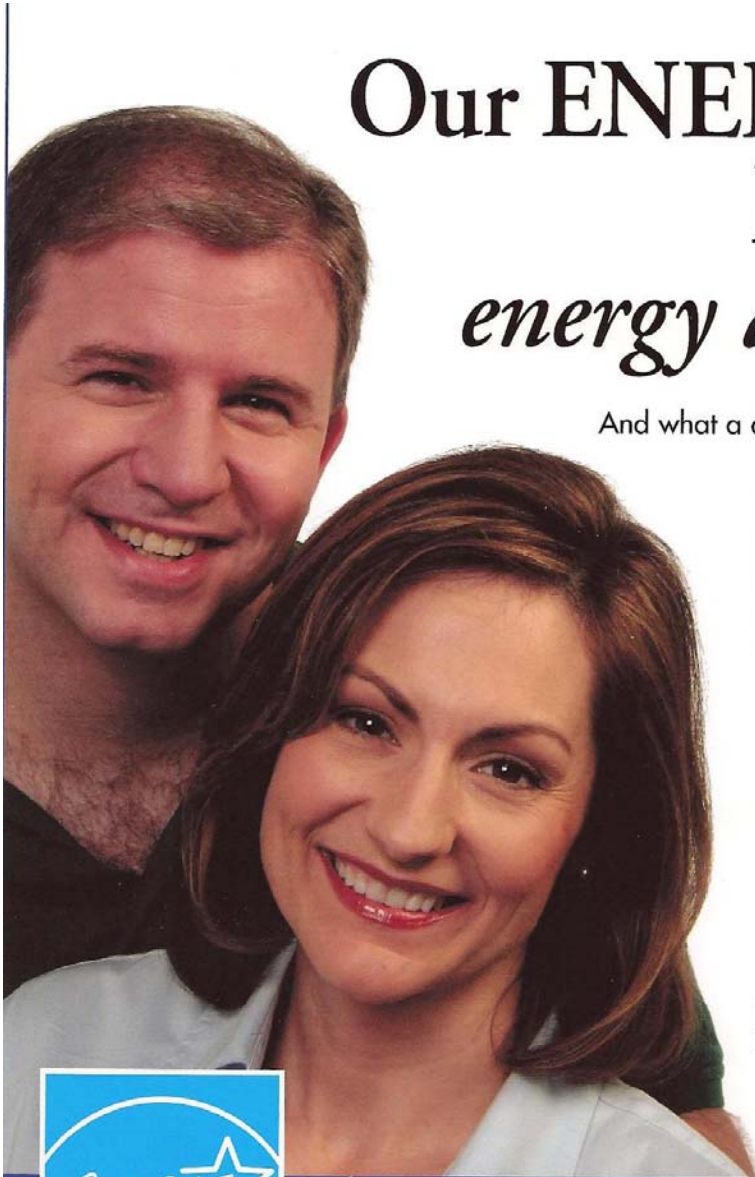
The EPA's ENERGY STAR homes program is brought to you by

CenterPoint Energy has been named, for three years running, the EPA's ENERGY STAR Partner of the Year.



ALWAYS THERE with answers on the spot.

Print Ads



Our ENERGY STAR home *saves* *energy and money.*

And what a difference that has made in our lives.

**According to the
Environmental Protection Agency,
ENERGY STAR homes –**

- * Are more comfortable and quieter
- * Provide better indoor air quality
- * Are better for the environment
- * And, can qualify for a preferred financing package

Saving energy and money is great.
We also take pride in knowing that
our comfortable home is better
for the environment!

Funding provided by the regulated electric utility for this program is approved by the Public Utility Commission of Texas in support of state-wide energy efficiency efforts.

www.HoustonEnergyStar.com



Ashton Woods Homes ★ Beazer Homes ★ Carlisle Homes ★ David Powers Homes
David Weekley Homes ★ D.R. Horton ★ Emerald Homes ★ Hammonds Homes
Heartland Homes ★ Imperial Homes ★ KB Home ★ Lennar Homes ★ Newmark Homes
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Royce Builders ★ Ryland Homes ★ Trendmaker Homes ★ Village Builders

The EPA's ENERGY STAR homes program is brought to you by

CenterPoint Energy has been named, for three years running,
the EPA's ENERGY STAR Partner of the Year



ALWAYS THERE with answers on the spot.

Print Ads



**Buying a
New Home?**

Find out how
ENERGY STAR® can
save you money on
your utility bills.



TXU
Electric Delivery
100 Electric Delivery is a
part of ENERGY STAR.



CHOOSE FOR THE
BETTER WITH
ENERGY STAR

Builder Outreach



A Sempra Energy utility™

The Gas Company's **ENERGY RESOURCE CENTER**



Seven different essential Title 24 topics offered through a variety of dates and locations. Choose the most relevant and convenient to meet your needs.

Six Class Locations:

Chatsworth:

The Gas Company
9400 Oakdale Avenue
Chatsworth, CA 91311

Downey:

The Gas Company's
Energy Resource Center
9240 Firestone Blvd.
Downey, CA 90241

El Centro*:

Imperial Irrigation District
1275 Main Street
El Centro, CA 92243

Palm Desert:

College of the Desert
43-500 Monterey Avenue
Palm Desert, CA 92260

Redlands:

The Gas Company
1981 W. Lugonia Avenue
Redlands, CA 92373

San Diego/Spectrum Center:

National University
9388 Lightwave Avenue
San Diego, CA 92123

*Co-sponsored by SDG&E, Southern California Gas Company and the Imperial Irrigation District.

Register Now!

Class Sizes Are Limited.
See back registration panel
for details.

Residential Energy Standards Training Classes

Summer/Fall 2005 Seminar Schedule



Complying with California residential energy standards will significantly affect your projects. Become prepared by attending these free in-depth classes.

These classes are brought to you by The Gas Company® in conjunction with the Southern California Building Industry Association Education Foundation.

The Energy Code Training program is funded by California ratepayers under the auspices of the California Public Utilities Commission (CPUC). Participating customers are not obligated to purchase any full-fee service or other services beyond those which are being offered in the Energy Code Training program.

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Pamphlets



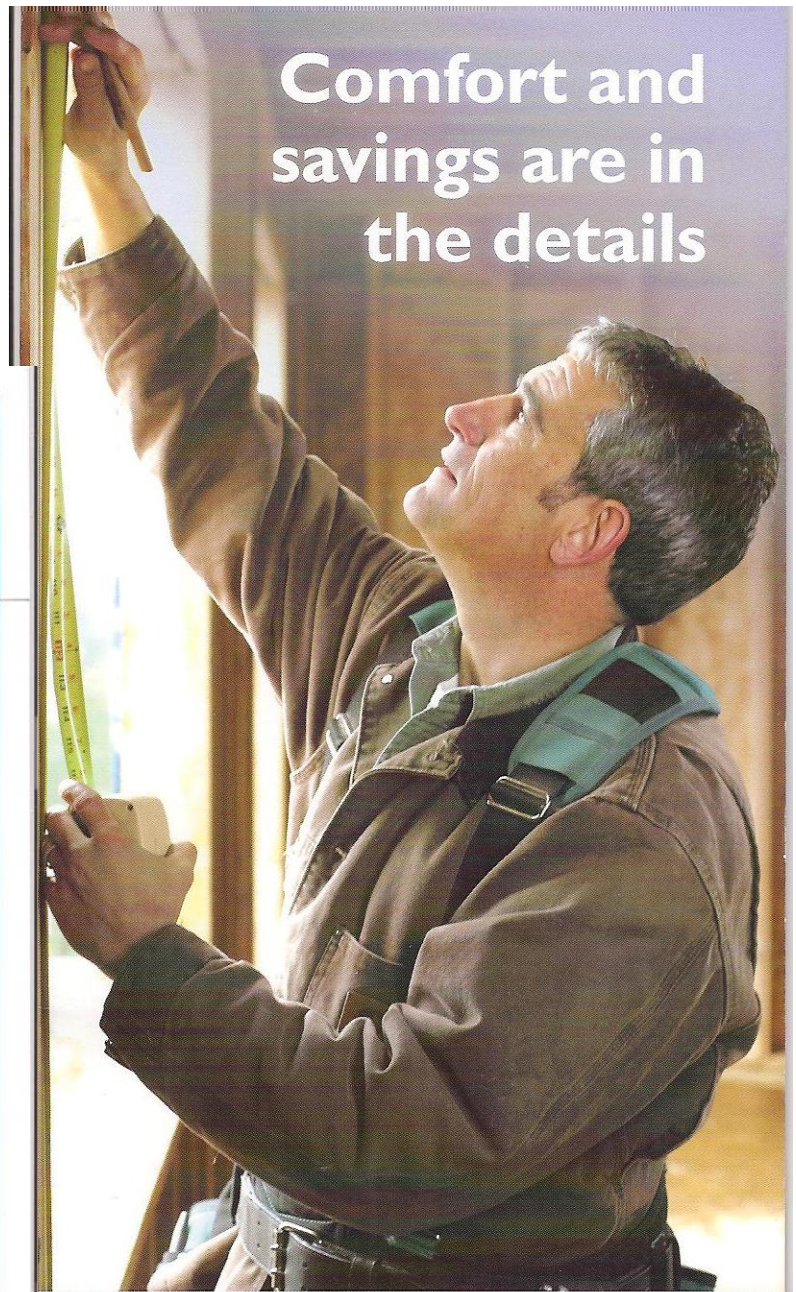
Welcome to an
ENERGY STAR®
qualified home!

OPEN THE DOOR TO

- ★ Lower Utility Bills
- ★ Improved Comfort
- ★ Verified Energy Performance
- ★ Environmental Protection



TXU Electric Delivery is a proud ENERGY STAR Partner.
ENERGY STAR is a program of the U.S. Environmental Protection Agency.



Comfort and
savings are in
the details

Utah Power ENERGY STAR®
New Homes Program



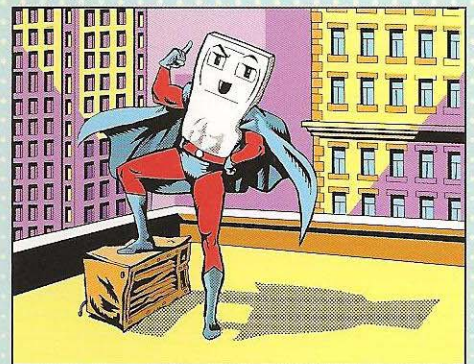
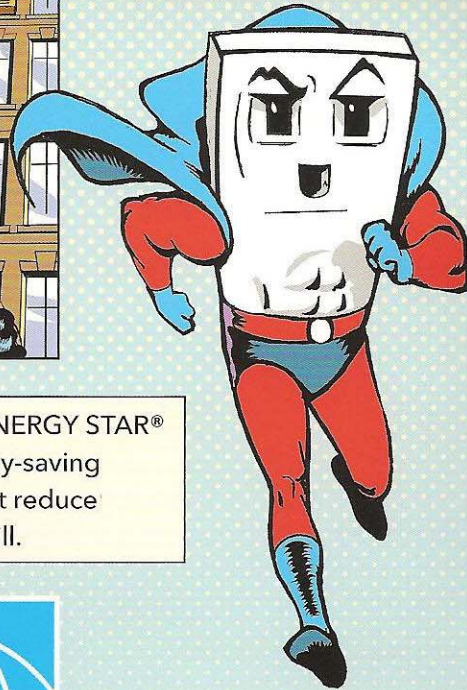
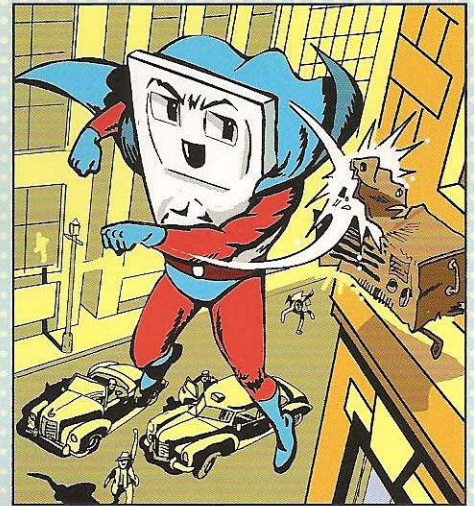
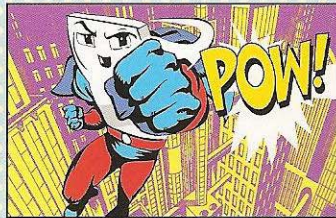
Pamphlets

KAPOW!

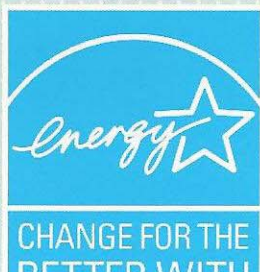
SOCKET BOY

FIGHTING HIGH ENERGY COSTS

"SOCKET" TO INEFFICIENT AIR CONDITIONING



Look for the ENERGY STAR® label for energy-saving appliances that reduce your electric bill.



FOR MORE INFORMATION, CALL TOLL-FREE
1-877-NY-SMART (1-877-697-6278)

Pamphlets

WISCONSIN



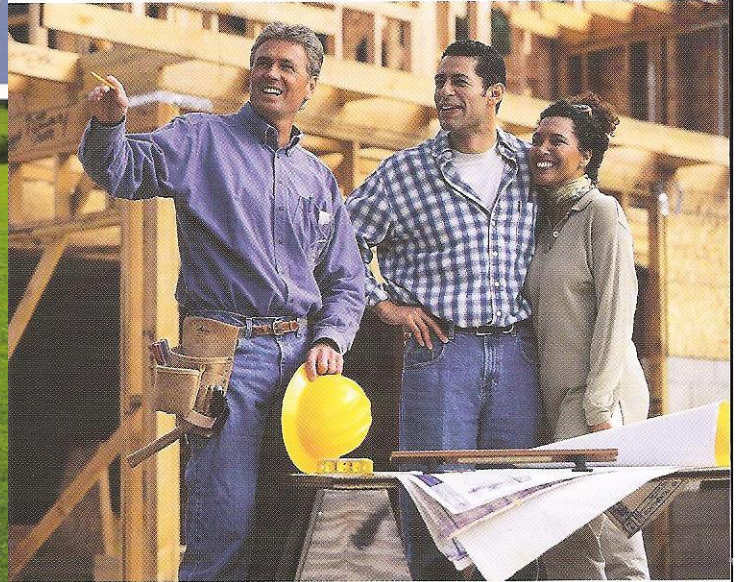
Exhibit 3



Exhibit 2



Wisconsin ENERGY STAR[®] Homes
Smart investment. Enduring value.



The savings are built in.

*Wisconsin ENERGY STAR[®] Homes
Certification Rewards*



Pamphlets

MARYLAND

Here's to a bright future.



ENERGY STAR

**CHANGE TO
ENERGY STAR
APPLIANCES & LIGHTING**

www.energy.state.md.us

MARYLAND GOVERNOR BOB EHRlich



Think About Your Future.

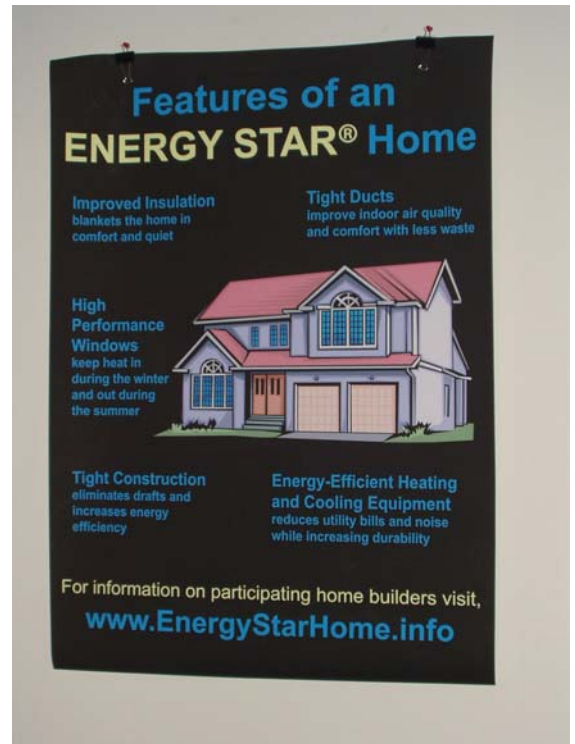


CHANGE FOR THE
BETTER WITH
ENERGY STAR

LOOK INSIDE
FOR MORE THAN 200 ENERGY STAR
NEW HOME COMMUNITIES!

THINKENERGYSTAR.COM

Events



Events

Syracuse – July 14, 2006



Super Socket Boy and happy paddle fan recipients pose for a picture.



Program staff and Super Socket Boy stand in front of the NYSERDA display booth.

Events





The best value in new construction



Building homes for a better tomorrow

Building or buying a home in New England? Click on the state name in which you are building to learn more about ENERGY STAR Qualified Homes and how to participate in your region's program.

ENERGY STAR is a national, voluntary program sponsored and developed by the U.S. Environmental Protection Agency (EPA) that promotes energy-efficient products, including homes. Homes that have earned the ENERGY STAR meet the EPA's performance guidelines

for energy efficiency and receive third party verification from an accredited organization. This page provides links to these organizations that have partnered with the EPA to implement the ENERGY STAR Homes program in New England. If you are building a home outside the New England region, please visit the [Environmental Protection Agency's](#) website for more information on ENERGY STAR Labeled homes.

- Massachusetts
- Rhode Island
- New Hampshire
- Connecticut
- Maine
- Vermont
- National Program

Take Our Poll

I am from:

- Massachusetts
- Rhode Island
- New Hampshire
- Another New England state
- Outside of New England

Submit

This website is maintained by Conservation Services Group, a local administrator of the ENERGY STAR Homes Program

Utility Websites



LEARN MORE AT energystar.gov



HOME

BUILDERS/DEVELOPERS

PARTNERS

EVENTS

MEDIA

Get Smart, Get ENERGY STAR® in Colorado Springs

Value, comfort, and a better environment come standard with every ENERGY STAR qualified home.

ENERGY STAR qualified homes are independently verified to meet rigorous guidelines for energy efficiency set by the U.S. EPA. With ENERGY STAR, you get all the features you expect, plus a quieter, more comfortable home and lower utility bills. At the same time, you'll be helping to reduce greenhouse gases that contribute to global climate change.



Builders / Developers

- Campbell Homes
- Classic Homes
- Cordera
- Keller Homes
- Saddletree Homes
- Vantage Homes

ENERGY STAR Resources

- About ENERGY STAR qualified New Homes
- Home Features
- Benefits for Homeowners
- New Homes Partners Locator



See four "must have" features found in all ENERGY STAR qualified homes.

TAKE THE TOUR!



Home

Find a Builder

What is ENERGY STAR®?

News & Events

For Builders



ENERGY STAR® New Homes Program

Rocky Mountain Power's ENERGY STAR New Homes Program promotes construction of energy-efficient homes that save money and energy and conserve our shared natural resources. You'll find increased comfort, performance and savings with ENERGY STAR. For more information call us toll-free at 1 (866) 344-9802.

Homebuyers can experience

- Increased indoor air quality
- Consistent and comfortable temperatures, year-round
- Lower energy bills
- Fewer "drafts" in the home

High-performance windows

Tight duct systems

Building envelope upgrades
(insulation and air flow)

Upgraded heating and cooling

Efficient appliances and lighting



Constructing an ENERGY STAR home provides energy savings and increased comfort for years to come.

Copyright © 2008 Rocky Mountain Power

Northeast ENERGY STAR Lighting and Appliance Initiative

sponsored by



- home
- products
- rebates & coupons
- resources
- contact



Save BIG. And make a big difference.

As a proud sponsor of this web site, Connecticut Light & Power encourages you to buy appliances and lighting products that have earned the ENERGY STAR. You'll save energy, money, and help protect the environment.

ENERGY STAR qualified refrigerators, dishwashers, clothes washers, air conditioners, dehumidifiers, and lighting products meet strict energy efficiency standards set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. With the help of ENERGY STAR, Americans saved enough energy last year to power 10 million homes and avoid greenhouse gas emissions equivalent to 12 million cars.

This web site offers rebates on products for your home, calculates how much you'll save by switching to ENERGY STAR products, and helps you to find stores in your area that sell ENERGY STAR products.

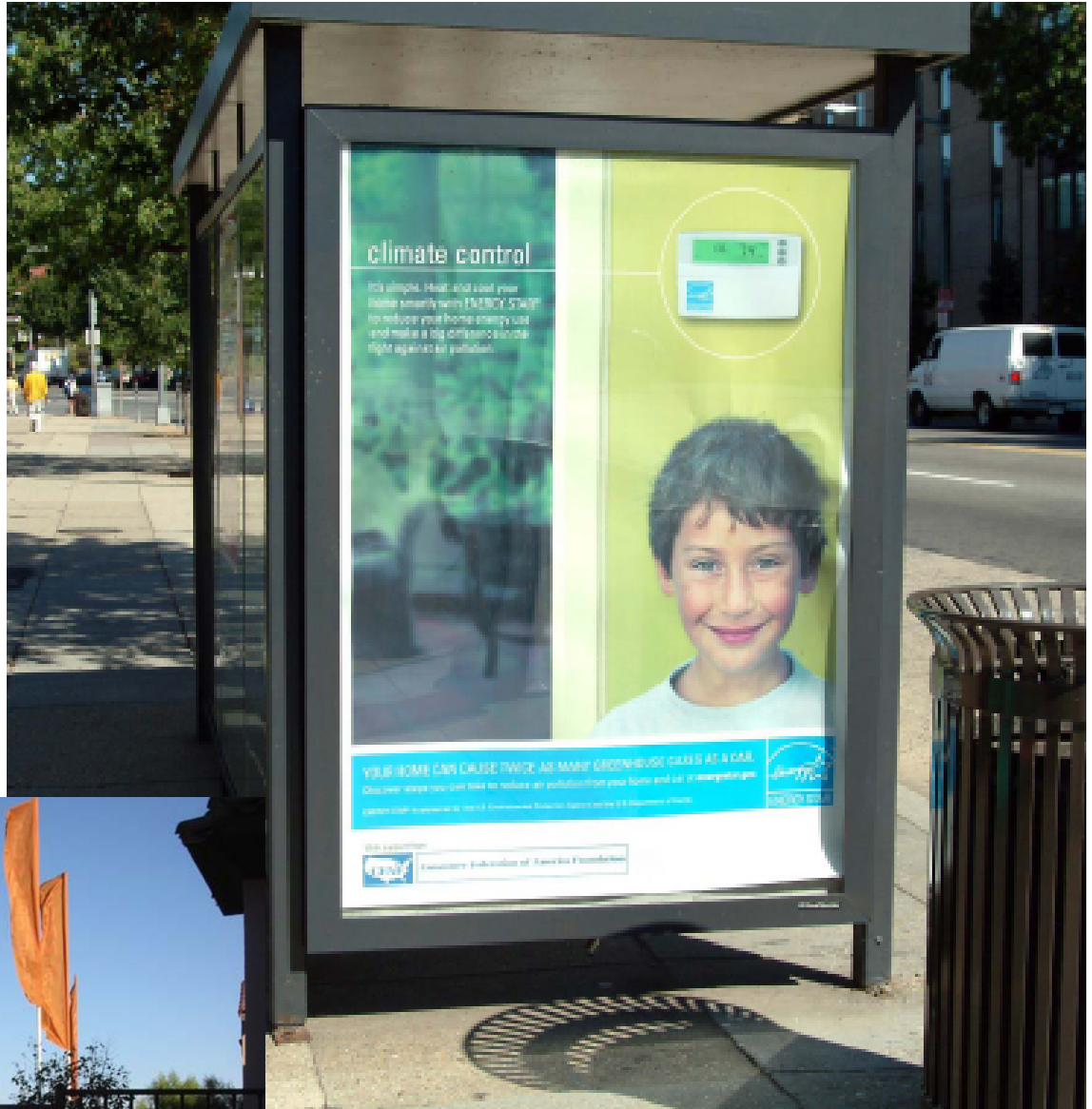
Learn more about CL&P's ENERGY STAR [incentive program](#). To learn more about Connecticut Light & Power in your community, click on the Connecticut Light & Power logo above.

If Connecticut Light & Power is not your gas, electric, or energy-efficiency program sponsor insert your ZIP Code below or look for your energy efficiency program sponsor from the list under the ZIP Code area.

Utility Websites



Outdoor signage



Outdoor signage



Outdoor signage



**THIS HOME HAS EARNED
THE ENERGY STAR®**

Benefits for ENERGY STAR homeowners:

- Save money by using less energy
- Increase your comfort
- Receive up to 5% off electric bill rate

To learn more, call 1-800-777-9898
or visit www.duke-energy.com.



**ESTE HOGAR SE HA GANADO
EL SÍMBOLO “ENERGY STAR®”**

Los dueños de casa con el símbolo ENERGY STAR:

- Ahorran dinero al usar menos electricidad
- Aumentan su comodidad
- Reciben hasta un 5% de descuento en su tarifa de pago de energía eléctrica

Para mayor información, llame al
1-800-777-9898 o visite www.duke-energy.com.

