



“Life takes energy”
Make it... “Clean Energy”



Sharon Laudisi – March 13, 2007



Lighting and Appliances



What We Do:

- Promote market transformation by building market awareness and demand for ENERGY STAR[®] qualified products

How We Do It:

- Through 108 Appliance Retail Stores and 156 Lighting Retail Stores
- Retail Sales (Home Depot, Lowe's, Sears Hardware, True Value etc.)
- Training/Rebates/Expos/Web-site
- Leverage Regional Partners (NEEP, NYSERDA, NYPA)
- New for 2006 - Unique Partnership with National Hockey League's New York Islanders

**Coming Fall of 2007 – New York Jets Partnership*

Consumers

Various incentives throughout the year

- **\$2.00-\$3.50 off third party tested specialty lamps**
- **\$2.50+ off PNNL-tested reflector lamps**
- **Seasonal promotions on ENERGY STAR qualified CFLs**
- **Upstream incentives for qualified fixtures and ceiling fans**
- **LED holiday light rebates**

Retailers

Field services to every enrolled store across Long Island, including hardware stores, independent retailers, mass merchants, DIYs, electrical distributors and lighting showrooms

- **Co-op advertising reimbursement for retailers**
- **Train sales associates and cashiers**
- **Place coupons, POP, and signage**
- **Verify product placement and price**
- **Organize and staff in-store lighting promotions**

ENERGY STAR

Lighting and Appliance Program

Results to Date:

■ CFLs	4,449,951
■ Fixtures	224,936
■ Clothes Washers	83,849
■ Torchieres	31,936

Total Participants: 4,779,672

Seasonal Promotions

\$1 Multi-pack Coupons

2005 Change A Light Promotion:

- 385,257 CFLs rebated
- 60% third party tested

2006 Earth Day Promotion:

- 186,054 CFLs rebated
- 100% third party tested

2006 Change A Light Promotion:

- 419,566 CFLs rebated
- 71% third party tested



www.lipower.org/cei



2005 CFLs Rebated

605,798

2006 CFLs Rebated

780,611



ENERGY STAR
AWARD
2006
PARTNER OF THE YEAR

You can do it.



We can help.™

LIPA
Clean Energy Initiative

n:vision™

www.homedepot.com/energy





Energy saving
compact fluorescent
light bulbs (CFLs) use
up to **75% less energy**
and last up to
13 times longer than
incandescent bulbs.



n:vision™



ENERGY STAR
AWARD
2006

PARTNER OF THE YEAR



You can do it. We can help.®

www.homedepot.com/energy

I am an ENERGY STAR® contest



KIDS SHINE WITH THE "I AM AN ENERGY STAR" CONTEST

Kids 18 and under - you can have your moment in the spotlight. Go to either www.lipower.org/cei or www.newyorkislanders.com and check out the hot new "I am an ENERGY STAR" song. You can download the music, plus contest rules and a parental permission form. Send a video of yourself or you and your friends singing the song to the address on our website and you could win a chance to star in our new commercial and sing the National Anthem at a New York Islanders game. A panel of judges will pick nine finalists whose videos will be posted on our website where all of Long Island can vote for their favorites.

Be sure to enter by **March 15, 2007**
You'll be a real ENERGY STAR.



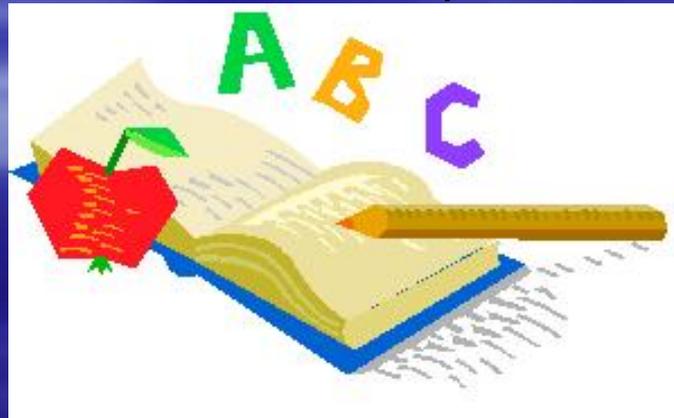


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LIPA/NY Islanders Literacy Campaign

NY Islanders and LIPA staff to visit 20 schools to read a book about the environment and clean energy (created by LIPA and NY Islanders – Sparky's Day at the Beach).





“Clean Energy Challenge”

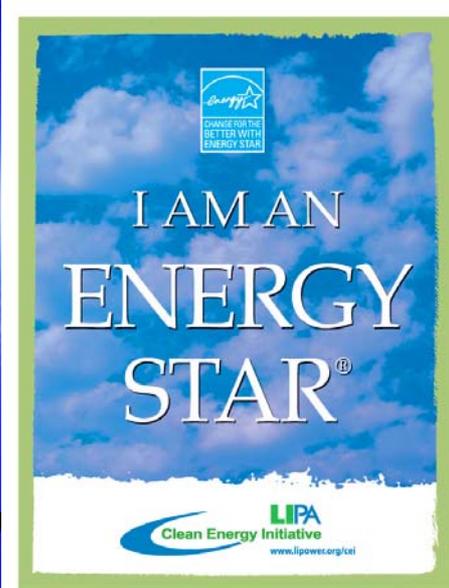
Students 6-8th will be required to either create a clean energy science project focusing on renewable energy or create a poster to identify five (5) actions they and their families can take every day to reduce the amount of electricity they use.

Students 9th – 12th will be challenged to create a clean energy project incorporating energy efficiency and renewable technology concepts into the redesign of Nassau Coliseum.

What's next?

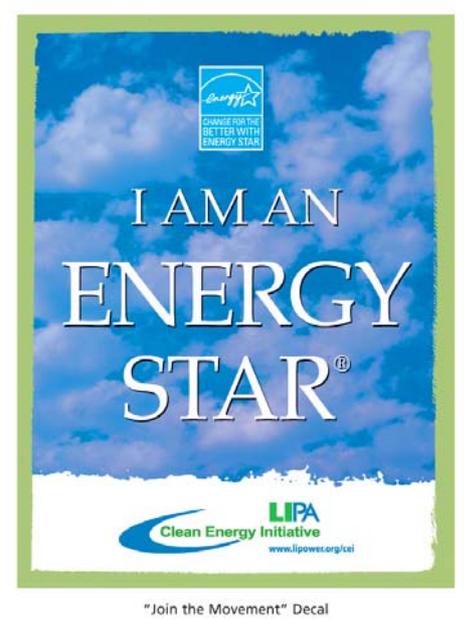
- PNNL Tested Reflectors for Hi-Hats
 - Why
 - How





"Join the Movement" Decal

“Life takes energy”
Make it...“Clean Energy”



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Remember.... We're ALL Islanders!!!!