

**Energy Star
Partner Meeting
2004**

***Change a Light.
Change the World.***

Jeff Bristol



Sylvania Change-a-Light

- Change-a-Light can be used as the foundation for a successful national manufacturer/retailer promotion

Sylvania Change-a-Light

- Co-Op Advertising (Newspaper & Magazine)
- POP (Daily and Promotion Specific)
- National Product Promotions (EPA'S "Change-A-Light")
- National Mfg. Rebates
- Regional Utility Rebates
- Existing Relationships with all Utility Groups

Change-a-Light Newspaper Advertisements



Change the world. Start here.

Now that it's getting dark so much earlier, we'd like to remind you that you can help the environment and save money just by using energy efficient light bulbs. The newest and most exciting thing in energy-saving light bulbs is the SYLVANIA Soft White MINI TWIST—compact fluorescent bulbs that match standard light bulbs in size and approximate light output but consume up to 75 percent less electricity and last six times as long! We want to encourage everyone to save energy, so we're offering cash back with each purchase of these Energy Star bulbs, plus a chance to win a 2003 Honda Civic Hybrid—one of the most energy efficient cars ever made. Change a light. Change the world.



Save \$55 and enter to win a Honda Civic Hybrid with the purchase of a SYLVANIA compact fluorescent lamp.

SEE THE WORLD IN A NEW LIGHT **SYLVANIA**

You'll find SYLVANIA Soft White MINI TWIST bulbs and entry forms for the SYLVANIA Change the World Honda Civic Hybrid Sweepstakes at the following retailers:

Lowe's Allendale
3000 E. Highway 101
Allendale, NC

Lowe's Hickory
2500 Hwy 101 E.
Hickory, NC

Lowe's Lenoir
1001 E. Main Street
Lenoir, NC

Lowe's Morgan
2000 Lakeside Avenue
Morgan, NC



Change the clocks, then change the world.

Now that we've set the clocks back, it'll be getting dark earlier, which means that everybody will be using more light bulbs. We'd like to remind you that you can help the environment and save money just by using energy efficient light bulbs. The newest and most exciting thing in energy-saving light bulbs is the SYLVANIA Soft White Mini—compact fluorescent bulbs that match standard light bulbs in size and approximate light output but consume up to 75 percent less electricity and lasts up to six times as long! Now is a great time to try these ENERGY STAR award-winning lamps—you can save money, save energy and help save the world to boot.



SEE THE WORLD IN A NEW LIGHT **SYLVANIA**

Paid for in part by:



SPECIAL SAVINGS

Get promotional pricing on the purchase of SYLVANIA Soft White Mini bulbs at:



SYLVANIA



Change-a-Light POP

**Save
\$1 to \$3**



CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

**Take
\$1 to \$3 OFF**
through
December 31, 2003

Courtesy of
 Pacific Gas and
Electric Company.

Reduction taken
at register on
Lowe's item numbers:
20158 (\$2 off), 67196 (\$1 off),
156922 (\$3 off), 159721 (\$2 off),
159727 (\$1 off), 213241 (\$2 off),
213245 (\$1 off)

SYLVANIA

Remove by 12-31-03 



change the world.
start here _____



Save \$\$
and enter to
win a
2003
**Honda Civic
Hybrid**

with the purchase of a
SYLVANIA compact fluorescent lamp

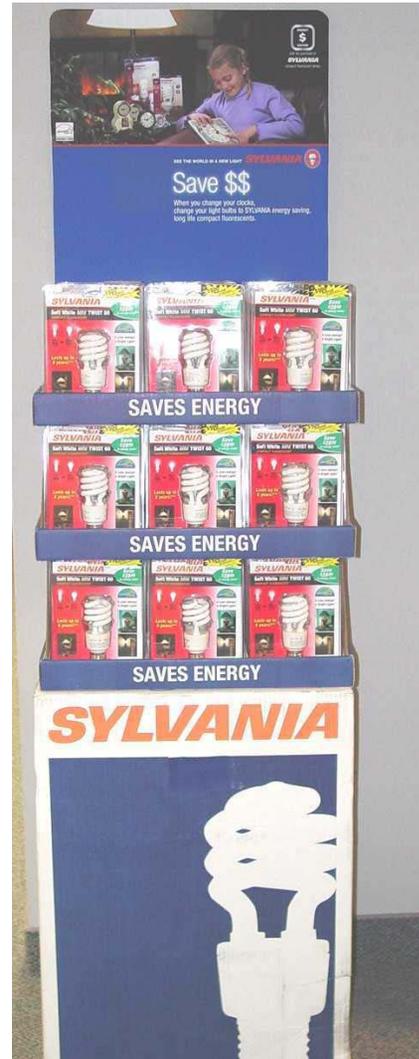
SYLVANIA



SEE THE WORLD IN A NEW LIGHT **SYLVANIA** 

SYLVANIA 

Change-a-Light Display Shippers



Change-a-Light National Mfg. Rebates



SYLVANIA

Save \$1.00

When you buy One **ENERGY STAR** Labeled Compact Fluorescent Lamp

ENERGY STAR

Offer Expires January 31, 2004
Limited to \$2.00 per family or group.

RP-733

\$1.00 Mail-In Refund Offer from SYLVANIA
OFFICIAL REFUND FORM OFFER EXPIRES 1/31/04

To receive \$1.00 Refund:

1. Complete this claim form.
2. Cut out the proof-of-purchase seal(s) from the SYLVANIA Compact Fluorescent Lamp.
3. Circle the SYLVANIA bulb purchase on your cash register receipt.
4. Send claim form, proof-of-purchase seals, and cash register receipt to:
Dept. 41330
Change-a-Light, Change-the-World \$1.00 Offer
P.O. Box 134
Niagara Falls, NY 14302-0134
5. You will receive your refund by mail.

Name _____ Apt # _____
Address _____
City/State _____

This form must be used to receive your refund. No facsimiles or photocopies of this claim form will be allowed. Void where prohibited by law. Allow 8-10 weeks for refund to be delivered. Total refund that may be claimed limited to \$2.00 per family or group. ALL CLAIMS MUST BE POSTMARKED BY JANUARY 31, 2004.

RP-733

REFUND OFFER

\$1.00 - \$3.00 REFUND WITH THE PURCHASE OF ANY SYLVANIA COMPACT FLUORESCENT BULBS

SEE REVERSE SIDE FOR DETAILS
RP-732