



CELEBRATING
20 YEARS OF
ENERGY STAR

ENERGY STAR® SUMMARY
OF CONSUMER ELECTRONICS PROGRAMS
BY ENERGY EFFICIENCY PROGRAM SPONSORS (EEPS)

September 2012 Update

The U.S. Environmental Protection Agency (EPA) is pleased to provide the third edition of the **ENERGY STAR® Summary of Consumer Electronics Programs** (Summary). The Summary provides an overview of a variety of programs offered by utilities and other energy efficiency program sponsors in the United States to promote ENERGY STAR certified consumer electronics and office products including: televisions, set-top boxes, audio/video equipment, computers, displays, imaging equipment, battery chargers, and telephony. The Summary includes information provided by energy efficiency program sponsors and describes their current program offerings in 2012 and in some cases expected programs in 2013 and beyond.

Each ENERGY STAR consumer electronics program is summarized with a focus on incentives (e.g., mid-stream rebate, mark-down), marketing and consumer education efforts, program contacts, and other relevant program details.

The Summary of Consumer Electronics Programs is divided into the following sections:

1. **Executive Summary**
2. **Program Map, National Rebate Charts and Graphs** – Overview of promotion types for consumer electronics programs across the United States.
3. **Tax Incentives** – A summary table of current sales tax exemptions and income tax credits or deductions available in select states.
4. **Consumer Electronics Programs at a Glance** – A summary table of current consumer electronics programs organized by state.
5. **Program Details** – In-depth descriptions of each energy efficiency program sponsor partner’s programs, including contact information for program managers.

If you have any questions or comments about the ENERGY STAR Summary of Consumer Electronics Programs, please contact Nora Lovrien Buehler at ICF International, at nora.lovrienbuehler@icfi.com or 202.862.1589.

TABLE OF CONTENTS

Executive Summary	2
Consumer Electronics Program Map	2
National Consumer Electronics Promotion Graphs	3
Tax Incentives at a Glance	4
Consumer Electronics Programs at a Glance	5
Consumer Electronics Program Details	12

Executive Summary

The 2012 ENERGY STAR Summary of Consumer Electronics Programs presents information submitted by 49 energy efficiency program sponsors from across the United States. The partners have provided information about 121 individual incentive and education and marketing programs for ENERGY STAR electronics products including televisions, computers and laptops, monitors, imaging equipment, telephony, battery chargers, and other products such as smart strobs and computer power management programs. In 2011, 40 partners submitted information for a total of 116 promotions.

From the information submitted by energy efficiency program sponsors, the key highlights include:

Promotions by Region – Similar to 2011, the Northeast has the greatest number of consumer electronics promotions with 47, followed by the West and Midwest regions with 27 and 24 respectively. The Mid-Atlantic increased its number of promotions, moving from 4 in 2011 to 17 in 2012. The Southwest and Southeast program sponsors submitted information for 5 and 1 promotions respectively. Combined, the number of electronics promotions submitted in 2012 total 121, a 4% increase compared to 2011.

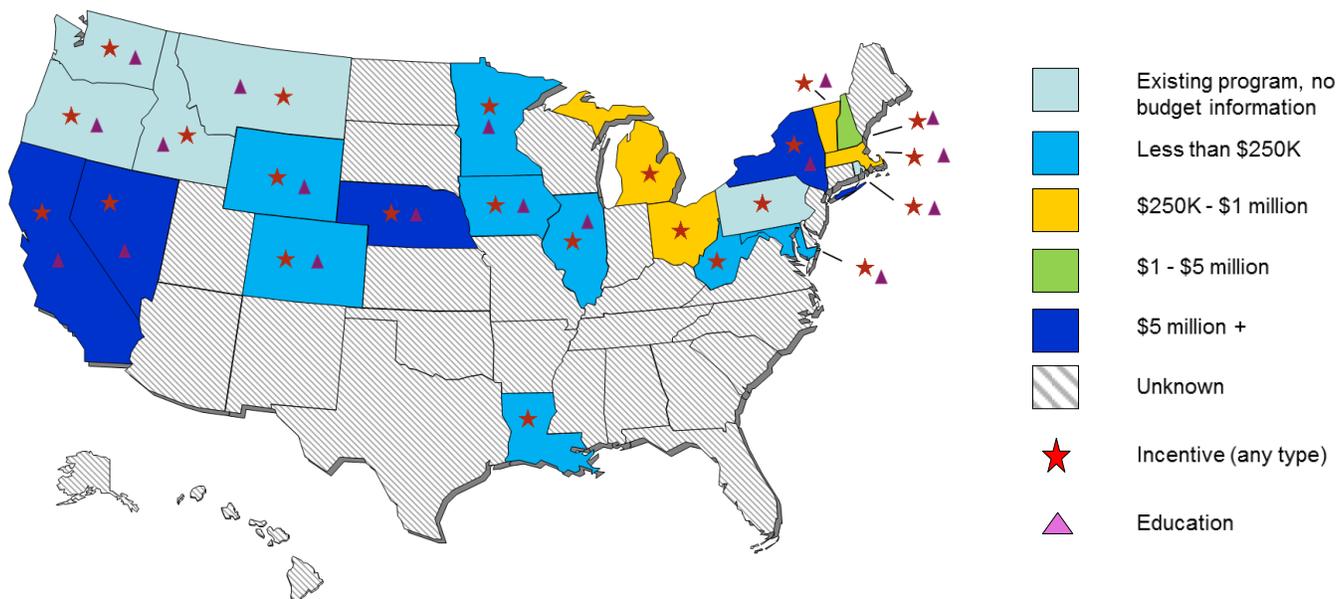
Promotions by Product – In 2011, televisions, displays, and computers each represented between 20% and 25% of the incentives, constituting 67% of all promotions. In 2012, television promotions increased from 26% to 30%, while computers and displays decreased. Non-ENERGY STAR covered products like smart strips (also called power strips, surge protectors, etc.) increased from about 12% of promotions in 2011 to 23% in 2012. Smart strips are prevalent in the Northeast, Mid-Atlantic, and Midwest.

Promotions by Type – Just over 40% of existing promotions are conducted with retailer or manufacturer mid-stream incentives (down from nearly 60% in 2011). Thirty-three percent (33%) of promotions feature mail-in rebates, an increase of 6 percentage points over last year. Almost all states that offer incentives also include some sort of education about consumer electronics (see Program and Budget Map in the next section).

* Note – “Promotions” refers to monetary incentive programs and/or education and marketing programs.

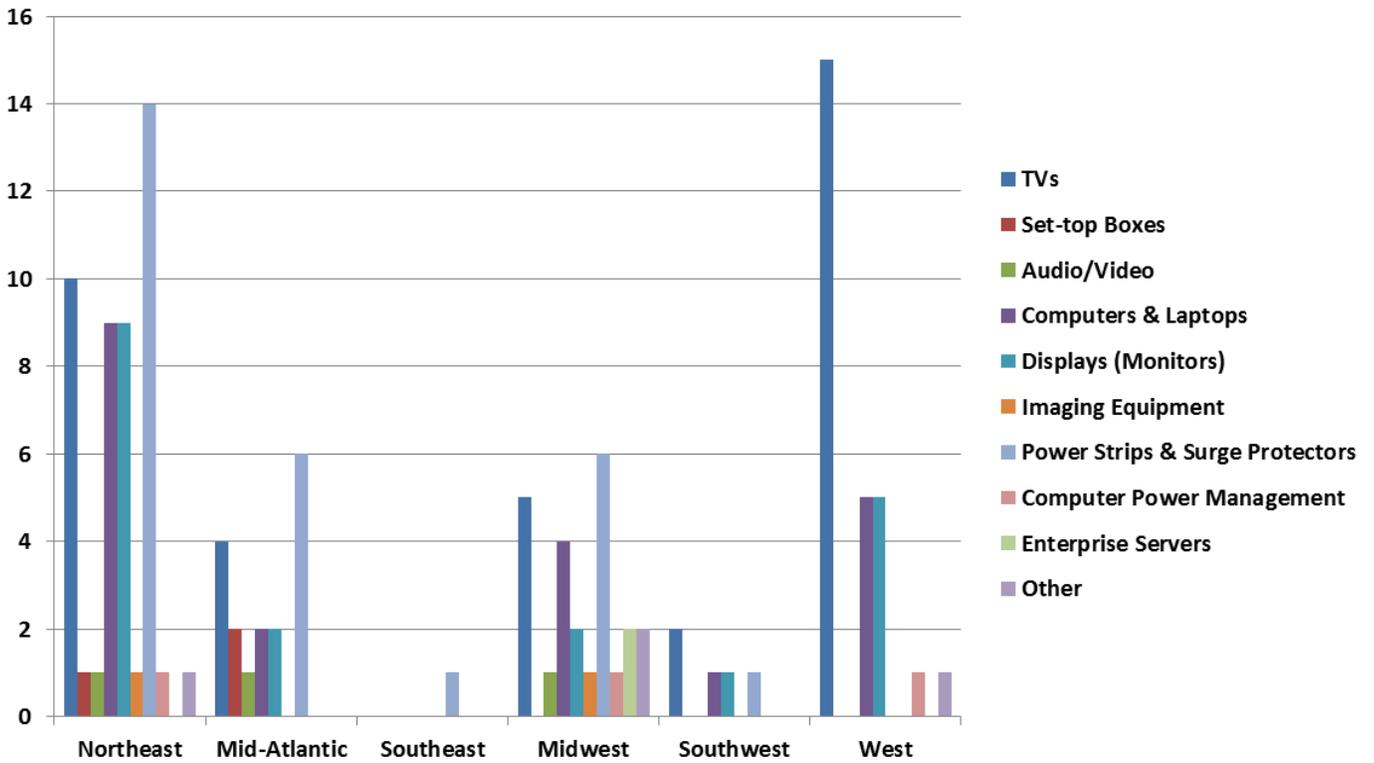
Consumer Electronics Program and Budget Map

This map below shows program budgets for consumer electronics and office equipment products by state as reported by the energy efficiency program sponsors. The map also indicates whether states offer incentives of any type and/or education/marketing programs. *Note: Energy efficiency program sponsors in the “unknown” states may implement promotion programs in 2012 and beyond, but were unable or did not elect to provide budget information. Likewise, states highlighted in color may not represent all the partner program budgets, as partners in those states also may have elected not to provide budget information. See the individual program entries for details.*

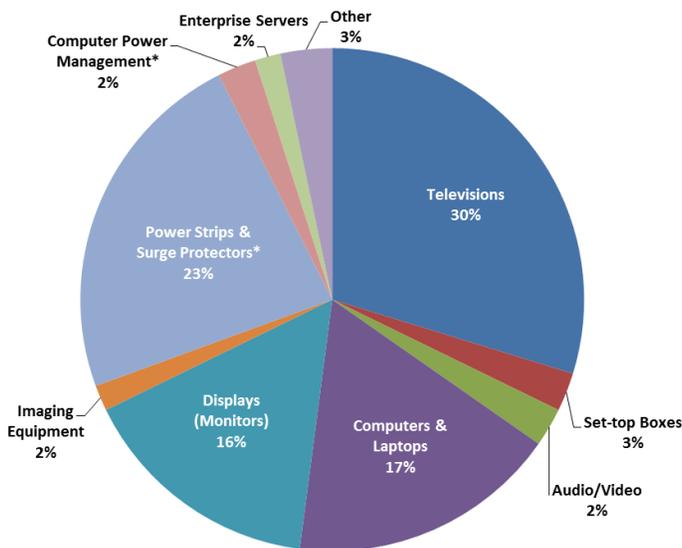


National Consumer Electronics Promotion Graphs

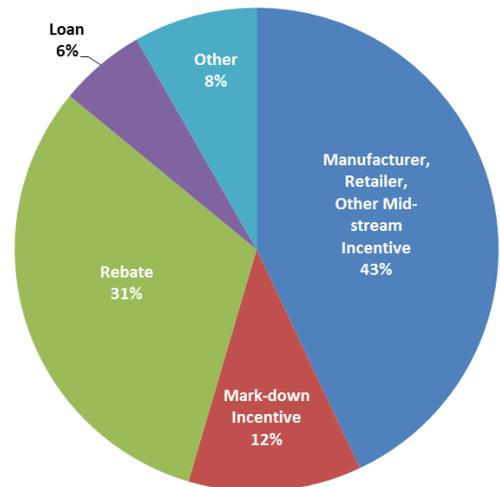
Total Number of Consumer Electronics Promotions by Type and Region



Consumer Electronics Promotions by Product Type (Total 121)



Consumer Electronics Promotions by Incentive Type (Total 121)



* Power Strips & Surge Protectors and Computer Power Management are not ENERGY STAR certified products/programs.

Tax Incentives at a Glance

This table provides an overview of tax incentives available, listed alphabetically by state. Electronics products may be covered under these policies, but are not explicitly listed. Check websites for details.

STATE	INCENTIVE TYPE	ELIGIBLE PRODUCTS	TIMEFRAME	WEBSITE(S)
FED.	Tax Credit	ENERGY STAR Products: Geothermal Heat Pumps	For systems placed in service from 10/3/2008-12/31/2016	http://www.energytaxincentives.org/business/renewables.php
CT	Sales Tax Incentive	ENERGY STAR Products: CFLs, Insulation, Water Heaters, Natural Gas Furnaces and Boilers, Windows, and Doors	Ongoing	http://www.ct.gov/drs/cwp/view.asp?a=1514&q=384952
GA	Corporate/Personal Tax Credit	ENERGY STAR Products: Geothermal Heat Pumps	7/1/2008-12/31/2014	http://www.gefa.org/Index.aspx?page=423
GA	Sales Tax Incentive	ENERGY STAR Products: Ceiling Fans, Central Air Conditioners, Clothes Washers, Dehumidifiers, Dishwashers, CFLs, Refrigerators, Windows, Doors	10/5/2012-10/7/2012	http://www.gefa.org/index.aspx?page=90
MD	Sales Tax Incentive	ENERGY STAR Products: Air conditioners (both central and room air conditioners), Clothes Washers, Furnaces, Heat Pumps, Standard Size Refrigerators, CFLs, Dehumidifiers, and Boilers	This incentive takes place annually in February; In 2012 it was 02/18/2012-02/20/2012	http://www.comp.state.md.us/shopmd/default.asp
MO	Sales Tax Incentive	ENERGY STAR Products: Clothes Washers, Water Heaters, Dishwashers, Air Conditioners, Furnaces, Refrigerators, and Freezers	4/19-4/25 Ongoing - same dates every year	http://dor.mo.gov/tax/business/sales/taxholiday/green/
NC	Sales Tax Incentive	ENERGY STAR Products: Clothes Washers, Refrigerators, Central Air Conditioners, Ceiling Fans, and Dehumidifiers	First Friday in November through the following Sunday	http://www.dorn.com/taxes/sales/energystar_holiday.html
OK	Corporate/Personal Tax Credit	ENERGY STAR Products: Roofing Products	Current rules changed 7/1/2012	http://www.oscn.net/applications/oscn/DeliverDocument.asp?CiteID=443877
TX	Sales Tax Exemption	ENERGY STAR Products: Air Conditioners that cost less than \$6,000, Refrigerators that cost less than \$2,000, Clothes Washers, Dishwashers, Dehumidifiers, Ceiling Fans, and CFLs	5/26/2012-5/28/2012 Ongoing - Saturday through Monday of Memorial Day weekend every year	http://www.window.state.tx.us/taxinfo/taxpubs/tx96_1331/
VA	Income Tax Deduction	ENERGY STAR Products: Clothes Washers, Room Air Conditioners, Dishwashers, and Standard Size Refrigerators	Year-round Ongoing	http://www.dmme.virginia.gov/DE/taxcredit.shtml

Consumer Electronics Programs at a Glance

This table is designed to provide an overview of products and program approaches planned or being promoted around the country and provided by energy efficiency program sponsors. The table is organized by state. Please see the individual energy efficiency program sponsors' entries in the next section, Program Details, for more information.

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
CA	Pacific Gas and Electric Company	\$1-\$10 million	6 million Residential & Commercial customers (87% residential and 13% non-residential)	TVs	\$5-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2010	12/31/2012
				Other (Computer Power Management)	\$15	Manufacturer, Retailer, Other Mid-stream Incentive		1/1/2012	12/31/2012
CA	Sacramento Municipal Utility District	Not provided	595.6K Electrical Customers	TVs	\$6-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
CA	San Diego Gas & Electric	Not provided	1.4 million Residential & Commercial	TVs	\$4.50-\$17	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
				Commercial	Copiers	\$100			
CA	Southern California Edison	\$1-\$10 million	5 million Residential & Commercial	TVs	\$6-30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2010	3/31/2012
				TVs	TBD	Manufacturer, Retailer, Other Mid-stream Incentive		1/1/2013	12/31/2013
CO	Black Hills Energy	Less than \$250K	94K Residential & Commercial	Other (Power Strips)	\$10	Rebate	✓	1/1/2012	12/31/2013
ID, MT, OR, WA	Bonneville Power Administration	Not provided	8 million	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
				Computers	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
IA	Alliant	Less than \$250K	Commercial	Enterprise Servers	\$15	Rebate	✓	1/1/2011	12/31/2012
				Other (Computer Power Management)	\$4	Rebate			

ENERGY STAR Summary of Consumer Electronics Programs – September 2012

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
IA	Central Iowa Power Cooperative	Not provided	Residential	TVs	\$40-\$50	Rebate	Not provided	Ongoing	
IA	Spencer Municipal Utilities	Less than \$250K	11.2K Residential	TVs	\$25	Rebate	Not provided	1/1/2012	12/31/2012
IL	Ameren Illinois	Less than \$250K	1.2 million	Other (Smart Power Strips)	\$10	Rebate	✓	6/1/2012	5/31/2013
LA	Entergy New Orleans	Less than \$250K	160K Residential	Other (Smart Power Strips)	\$15	Rebate	✓	4/1/2011	3/31/2014
MA	Cape Light Compact	Less than \$250K	158K	TVs	\$20	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2012	
				Computers	\$10	Rebate			
				Monitors	\$20	Rebate			
				Other (Advanced Power Strips)	\$10	Mark-down Incentive			
MA	National Grid	Less than \$250K	1.2 million	TVs	\$20	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2012	
				Computers	\$10	Rebate			
				Monitors	\$20	Rebate			
				Other (Advanced Power Strips)	\$10	Mark-down Incentive			
MA	NSTAR	Less than \$250K	770K	TVs	\$20	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2012	
				Computers	\$10	Rebate			
				Monitors	\$20	Rebate			
				Other (Advanced Power Strips)	\$10	Mark-down Incentive			

ENERGY STAR Summary of Consumer Electronics Programs – September 2012

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
MA	UNITIL	Less than \$250K	25K	TVs	\$20	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2012	
				Computers	\$10	Rebate			
				Monitors	\$20	Rebate			
				Other (Advanced Power Strips)	\$10	Mark-down Incentive			
MA	Western Mass Electric Co.	Less than \$250K	185K	TVs	\$20	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2012	
				Computers	\$10	Rebate			
				Monitors	\$20	Rebate			
				Other (Advanced Power Strips)	\$10	Mark-down Incentive			
MD	Baltimore Gas and Electric Company	Not provided	Not provided	TVs	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	TBD	
				Set-top Boxes	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive			
MD	Delmarva Power	Not provided	Not provided	Other (Smart Strips)	\$10	Mark-down Incentive	✓	Ongoing	
MD	Potomac Edison (FirstEnergy utility)	Not provided	Not provided	Other (Surge Protector)	Up to \$10	Rebate	Not provided	1/1/2012	12/31/2012
MD	Potomac Electric Power Company	Not provided	Not provided	Other (Smart Strips)	\$10	Mark-down Incentive	✓	Ongoing	
MD	Southern Maryland Electric Cooperative	Less than \$250K	140K	TVs	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	TBD	
				Set-top Boxes	TBD	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive			

ENERGY STAR Summary of Consumer Electronics Programs – September 2012

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
MI	Bay City Electric Light & Power	Less than \$250K	22K	Computers	\$15	Rebate	✓	1/1/2012	12/31/2012
				Other (Surge Protector)	\$10	Rebate			
MI	DTE Energy	\$250K-\$1 million	2.2 million	TVs	\$7.50-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	8/1/2010	12/31/2012
				Computers	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
MI	Lansing Board of Water & Light	Less than \$250K	83K	Other (Smart Power Strips)	\$10	Rebate	✓	1/1/2012	12/15/2012
MN	Rochester Public Utilities	Less than \$250K	Commercial	Computers	\$5	Rebate	✓	1/1/2012	3/31/2013
				Enterprise Servers	\$15	Rebate			
NE	Nebraska Energy Office	\$25-\$50 million	All Nebraska residents and commercial businesses	TVs	Varies	Low Interest Loan	✓	Ongoing	
				Audio/Video	Varies	Low Interest Loan			
				Computers	Varies	Low Interest Loan			
				Displays (Monitors)	Varies	Low Interest Loan			
				Imaging Equipment	Varies	Low Interest Loan			
				Battery Chargers	Varies	Low Interest Loan			
				Telephony	Varies	Low Interest Loan			
NV	NV Energy	\$1-\$10 million	Residential & Business	TVs	\$6-\$20	Manufacturer, Retailer, Other Mid-stream Incentive	✓	4/1/2012	12/31/2012
NH	PSNH	\$250K-\$1 million	417.6K Residential	Other (Advanced Power Strips)	\$10	Mark-down Incentive	✓	1/1/2012	12/31/2012
NH	New Hampshire Electric Coop	Less than \$250K	68.1K Residential	Other (Advanced Power Strips)	\$10	Mark-down Incentive	✓	1/1/2012	12/31/2012
NH	UNITIL	Less than \$250K	63.7K Residential	Other (Advanced Power Strips)	\$10	Mark-down Incentive	✓	1/1/2012	12/31/2012
NH	National Grid	Less than \$250K	35.1K Residential	Other (Advanced Power Strips)	\$10	Mark-down Incentive	✓	1/1/2012	12/31/2012

ENERGY STAR Summary of Consumer Electronics Programs – September 2012

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
NY	Long Island Power Authority	Less than \$250K	Residential population on Long Island	TVs	\$10	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
				Other (Advanced Power Strips)	\$10	Mark-down Incentive			
NY	NYSERDA	\$1-\$10 million	New York (excluding Long Island and some municipalities)	Televisions	N/A	N/A	✓	Varies depending on partner	
				Set-top Boxes	N/A	N/A			
				Audio/Video	N/A	N/A			
				Computers	N/A	N/A			
				Displays (Monitors)	N/A	N/A			
				Imaging Equipment	N/A	N/A			
				Other (Power Management)	Varies	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other (Plug Load)	Varies	Manufacturer, Retailer, Other Mid-stream Incentive			
	Other (Advanced Power Strips & In-home Control Devices)	Varies	Manufacturer, Retailer, Other Mid-stream Incentive						
OH	AEP Ohio	\$250K-\$1 million	1.3 million Residential	TVs	\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	9/1/2012	12/31/2012
OH	Illuminating Company (FirstEnergy Utility)	Not provided	Residential	Other (Surge Protector)	Up to \$10	Rebate	Not provided	3/23/2011	12/15/2012
OH	Ohio Edison (FirstEnergy Utility)	Not provided	Residential	Other (Surge Protector)	Up to \$10	Rebate	Not provided	3/23/2011	12/15/2012
OH	Toledo Edison (FirstEnergy Utility)	Not provided	Residential	Other (Surge Protector)	Up to \$10	Rebate	Not provided	3/23/2011	12/15/2012
PA	Met-Ed (FirstEnergy utility)	Not provided	Residential	Other (Surge Protector)	Up to \$10	Rebate	Not provided	10/28/2009	5/31/2013
PA	Penelec (FirstEnergy utility)	Not provided	Residential	Other (Surge Protector)	Up to \$10	Rebate	Not provided	10/28/2009	5/31/2013
PA	Penn Power (FirstEnergy utility)	Not provided	Residential	Other (Surge Protector)	Up to \$10	Rebate	Not provided	10/28/2009	5/31/2013

ENERGY STAR Summary of Consumer Electronics Programs – September 2012

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
PA	West Penn Power (FirstEnergy utility)	Not provided	Residential	TVs	Up to \$10	Rebate	Not provided	Not provided	
RI	National Grid	Not provided	465K Residential	TVs	\$10	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
				Computers	\$10	Rebate			
				Monitors	\$20	Rebate			
				Other (Advanced Power Strips)	\$10	Rebate			
VT	Burlington Electric Department	Not provided	20K Residential & Commercial	TVs	\$6-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other (Advanced Power Strips)	\$7	Mark-down Incentive			
VT	Efficiency Vermont	\$250K-\$1 million	All Vermont Electric Rate Payers (approx. 300K)	TVs	\$6-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other (Advanced Power Strips)	\$7	Mark-down Incentive			

ENERGY STAR Summary of Consumer Electronics Programs – September 2012

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
WA	Puget Sound Energy	Not provided	1 million Residential Electric Customers	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
WA	Seattle City Light	Not provided	400K	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
				Computers	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
WA, OR, ID, MT	Northwest Energy Efficiency Alliance	Not provided	Residential customers of 130 utilities; over 12 million people	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
WV	West Virginia DEP	Less than \$250K	Population of West Virginia (1.9 million)	TVs	N/A	Not provided	✓	Ongoing	
				Audio/Video	N/A	Not provided			
				Computers	N/A	Not provided			
				Displays (Monitors)	N/A	Not provided			
WY	Rocky Mountain Power, Inc.	Less than \$250K	113K Residential	TVs	\$50	Rebate	✓	Ongoing	
				Computers	\$5	Rebate			
				Displays (Monitors)	\$10	Rebate			

Consumer Electronics Program Details

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>Pacific Gas and Electric Company (PG&E) Shelley Neighbour (BCE program) 415-973-9050 SXNU@pge.com</p> <p>George Jang (Power Management) 415-973-4966 GXJJ@pge.com</p> <p>Website: www.pge.com/myhome/saveenergymoney/eebuyersguides/bce/index.shtml</p>	<p>Program Budget: \$1-\$10 million Target Population: 6 million customers (87% residential and 13% non-residential) Program Duration: Through 12/31/2012</p> <p>Product and Program Details: PG&E coordinates the Business and Consumer Electronics (BCE) Program with the Northwest Energy Efficiency Alliance (NEEA), San Diego Gas & Electric (SDG&E) and the Sacramento Municipal Utility District (SMUD). PG&E, NEEA, SDG&E and SMUD provide incentives to retailers, manufacturers and distributors to increase the stocking, promotion and sale of energy-efficient electronics.</p> <p>Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$5-\$30/unit (ENERGY STAR 5.3 +35%)</p> <p>Other Activities: The BCE Program supports market education programs such as sales associate development in order to improve the awareness of energy-efficient consumer electronics and the overall presentation of energy-efficient consumer electronics during customer engagement.</p> <p>The primary message is geared toward saving energy, money and the environment in general and materials are co-branded with PG&E's logo and the ENERGY STAR logo.</p> <p>The Power Management Software program is implemented at the network level to allow system administrators to centrally control and manipulate the internal power settings of the desktop computer's central processing unit (CPU) and monitor to reduce energy consumption.</p>
CA	<p>Sacramento Municipal Utility District (SMUD) Paula Robertson 916-732-5429 Probert@smud.org</p> <p>Website: www.smud.org/en/savetoday</p>	<p>Program Budget: <i>Not provided</i> Target Population: 595,648 electrical customers in Sacramento and a small portion of Placer County Program Duration: Through 12/31/2012</p> <p>Product and Program Details: PG&E coordinates the BCE Program with the NEEA, SDG&E, and SMUD. PG&E, NEEA, and SMUD incent retailers, manufacturers and distributors to increase the stocking, promotion and sale of energy-efficient electronics.</p> <p>Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$30/unit (ENERGY STAR 5.3 +35%)</p> <p>Other Activities: Information dissemination and marketing efforts include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Point-of-Purchase (POP) signs • Media advisories and community outreach through events and community based organizations • Micro-site • Materials utilized to train sales associates in better promoting energy-efficient electronics <p>In addition to POP materials in-store, PG&E, SMUD, and NEEA each provide consumer education through a variety of other sources to point customers who are already shopping for electronics towards the more efficient options in the market.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>San Diego Gas & Electric (SDG&E) Paola Rosselli (Residential) 858-654-1581 prosselli@semprautilities.com</p> <p>Teresa Verdugo (Commercial) 858-636-6888 Tverdugo@semprautilities.com</p> <p>Website: www.sdge.com or www.sdge.com/businessrebates</p> <p>Commercial Program Hotline: 800-644-6133</p>	<p>Program Budget: \$250K - \$1 million Target Population: 1.4 million business and residential accounts Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$4.50-\$17.00/unit (ENERGY STAR 5.3 +35%) Mail-in Rebate available to commercial customers for: <u>Copiers:</u> \$100</p> <p>Incentive levels for 2013 are TBD.</p> <p>Other Activities: Information dissemination and marketing efforts include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • POP signs • Media advisories and community outreach through events and community based organizations • Materials utilized to train Sales Associates in better promoting energy-efficient electronics <p>In addition to POP materials in-store, PG&E, SMUD, NEEA, and SDG&E each provide consumer education through a variety of other sources to point customers who are already shopping for electronics towards the more efficient options in the market.</p>
CA	<p>Southern California Edison (SCE) Larry Tabizon 626-391-7737 Larry.Tabizon@sce.com</p> <p>Website: www.sce.com</p>	<p>Program Budget: \$1 - \$10 million Target Population: 5 million customers (86% residential and 14% non-residential) Program Duration: 1/1/2012 - 3/31/ 2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$25/unit (ENERGY STAR 5.3 and 5.3 +20%)</p> <p>Funding for 2013 is anticipated. Promotion details are TBD.</p> <p>Other Activities: The BCE Program conducts comprehensive and educational marketing and outreach events designed to reach both business-to-business (B2B) and business-to-consumer (B2C) markets. The program strives to create a culture of energy efficiency within participating retail locations by educating the organization on the mutual benefits of energy efficiency and the BCE Program, from corporate level executives to service and sales teams on the floor. Trained sales staff at retail locations is able to educate customers on the benefits of buying energy-efficient equipment. The program also works with trade associations and industry groups to garner program support and participation. Marketing campaigns and in-store advertising displays utilize ENERGY STAR logos and branding extensively.</p>
CO	<p>Black Hills Energy Gene Mantei 719-546-6478 Gene.Mantei@blackhillscorp.com</p> <p>Website: www.BHEhowto.com</p> <p>Program Hotline: 877-643-1956</p>	<p>Program Budget: Less than \$250K Target Population: 94,000 residential and commercial customers Program Duration: January 2011 through December 2012</p> <p>Product and Program Details: Customer rebates: <u>Power Strips:</u> \$10</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
ID, MT, OR, WA	<p>Bonneville Power Administration (BPA utilities) Sarah F. Moore sfmoore@bpa.gov</p> <p>Website: www.energyefficientelectronics.org/</p>	<p>Program Budget: <i>Not provided</i> Target Population: 8 million residential customers served by BPA member utilities Program Duration: Ongoing</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> <i>Not provided</i> <u>Computers:</u> <i>Not provided</i> <u>Monitors:</u> <i>Not provided</i></p> <p>Other Activities: Participation in the regional Energy-Efficient Electronics Initiative through NEEA. Program focuses on market transformation through in-store merchandising and education of top efficient ENERGY STAR certified televisions, computers and monitors. Mid-stream and upstream incentives are offered to retailers and manufacturers. Eligible products feature a utility branded label.</p>
IA	<p>Alliant Energy Jackie MacLaren 319-786-4353 jackiemacclaren@alliantenergy.com</p> <p>Website: www.alliantenergy.com/rebates</p> <p>Program Hotline: 866-255-4271</p>	<p>Program Budget: Less than \$250K Target Population: Commercial customers Program Duration: January 2011 through December 2012</p> <p>Product and Program Details: Customer rebates: <u>Servers:</u> \$15 <u>Computer Power Management:</u> \$4</p> <p>Other Activities: Marketing and consumer education through bill inserts, trade ally network, and direct mail.</p>
IA	<p>Central Iowa Power Cooperative <i>On behalf of 12 member Co-ops</i> Claudia Smith 319-366-4512, ext. 330 claudia.smith@cipco.net</p> <p>Website: www.cipco.net</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Ongoing</p> <p>Product and Program Details: Customer rebates: <u>TVs:</u> \$40-\$50 (depending on the member co-op); screens must be greater than 40 inches</p>
IA	<p>Spencer Municipal Utilities Amanda Gloyd 712-580-5829 Amanda.gloyd@smunet.net</p> <p>Website: www.smunet.net</p>	<p>Program Budget: Less than \$250K Target Population: 11,250 residential customers Program Duration: January 2012 through December 2012</p> <p>Product and Program Details: Customer rebates: <u>TVs:</u> \$25</p>
IL	<p>Ameren Illinois Karen Warnke 217-535-5028 kwarnke@ameren.com</p> <p>Website: www.actonenergy.com</p> <p>Program Hotline: 866-838-6918</p>	<p>Program Budget: Less than \$250K Target Population: 1.2 million residential customers Program Duration: June 2012 through May 2013</p> <p>Product and Program Details: Customer rebates: <u>Smart Power Strips:</u> \$10</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
LA	<p>Entergy New Orleans Lana Lovick 504-670-3655 llovick@entergy.com</p> <p>Website: www.energysmartNOLA.info</p> <p>Program Hotline: 866-721-0249</p>	<p>Program Budget: Less than \$250K Target Population: 1.2 million residential customers Program Duration: April 2011 through March 2014</p> <p>Product and Program Details: Customer rebates: <u>Smart Power Strips:</u> \$15</p> <p>Other Activities: Bill inserts, radio and newspaper advertising, community events, website, and press releases.</p>
MA	<p>Cape Light Compact Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 158,000 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Retailer Incentive: <u>TVs:</u> \$20/unit (ENERGY STAR 5.3 or above)</p> <p>Customer Rebate: <u>Computers:</u> \$10/unit <u>Displays:</u> \$20/unit</p> <p>Mark-down Incentive: <u>Advanced Power Strips:</u> \$10/unit mark-down program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>National Grid Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 1.2 million residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: <u>TVs:</u> \$20/unit (ENERGY STAR 5.3 or above)</p> <p>Customer Rebate: <u>Computers:</u> \$10/unit <u>Displays:</u> \$20/unit</p> <p>Mark-down Incentive: <u>Advanced Power Strips:</u> \$10/unit mark-down program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>NSTAR Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 770,000 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Retailer Incentive: <u>TVs:</u> \$20/unit (ENERGY STAR 5.3 or above)</p> <p>Customer Rebate: <u>Computers:</u> \$10/unit <u>Displays:</u> \$20/unit</p> <p>Mark-down Incentive: <u>Advanced Power Strips:</u> \$10/unit mark-down program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>UNITIL Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com Website: www.masssave.com Program Hotline: 877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 25,000 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Retailer Incentive: <u>TVs:</u> \$20/unit (ENERGY STAR 5.3 or above)</p> <p>Customer Rebate: <u>Computers:</u> \$10/unit <u>Displays:</u> \$20/unit</p> <p>Mark-down Incentive: <u>Advanced Power Strips:</u> \$10/unit mark-down program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>Western Massachusetts Electric Company Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 185,000 residential customers in western Massachusetts Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Retailer Incentive: <u>TVs:</u> \$20/unit (ENERGY STAR 5.3 or above)</p> <p>Customer Rebate: <u>Computers:</u> \$10/unit <u>Displays:</u> \$20/unit</p> <p>Mark-down Incentive: <u>Advanced Power Strips:</u> \$10/unit mark-down program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>
MD	<p>Baltimore Gas and Electric Company (BG&E) Cynthia Edwards 410-470-1312 Cynthia.E.Edwards@constellation.com</p> <p>Website: www.bgesmartenergy.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: TBD</p> <p>Rebates: Manufacturer, Retail, Other Mid-stream Incentive: <u>TVs:</u> \$10-30 <u>Set-Top Boxes:</u> <i>TBD</i> <u>Displays (Monitors):</u> \$10-\$30</p> <p>Additional Information: BGE will work with cable and satellite providers to determine efficient set-top box models.</p>
MD	<p>Delmarva Power Pamela Tate 202-331-6548 petate@pepco.com</p> <p>Website: www.delmarva.com/SaveEnergy</p> <p>Program Hotline: 866-353-5799</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: Ongoing, beginning 1/1/2012</p> <p>Rebates: Instant rebate: <u>Smart Strips:</u> \$10</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MD	<p>Potomac Edison (FirstEnergy utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysaveMD.com</p> <p>Program Hotline: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: Ongoing</p> <p>Rebates: Mail-in rebate: <u>Smart Strips:</u> up to \$10</p> <p>Additional Information: To qualify for the rebate, the surge protector must have one primary outlet that controls a minimum of four secondary outlets with a sensor that can track when an appliance is on, off or asleep. USB-interfacing surge protectors do not qualify for the rebate.</p>
MD	<p>Potomac Electric Power Company (PEPCO) Pamela Tate 202-331-6548 petate@pepco.com</p> <p>Website: www.delmarva.com/SaveEnergy</p> <p>Program Hotline: 866-353-5799</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: Ongoing, beginning 1/1/2012</p> <p>Rebates: Instant rebate: <u>Smart Strips:</u> \$10</p>
MD	<p>Southern Maryland Electric Cooperative (SMECO) Jeff Shaw 240-528-9801 jeff.shaw@smeco.coop</p> <p>Website: www.smeco.coop/save</p>	<p>Program Budget: Less than \$250K Target Population: 140,000 residential customers Program Duration: TBD</p> <p>Rebates: Manufacturer, Retail, Other Mid-stream Incentive: <u>TVs:</u> \$10-\$30 <u>Set-Top Boxes:</u> TBD <u>Displays (Monitors):</u> \$10-\$30</p> <p>Additional Information: SMECO will work with cable and satellite providers to determine efficient models.</p>
MI	<p>Bay City Electric Light & Power Paul Eory 989-894-8349 peory@baycitymi.org</p> <p>Website: www.mienergysmart.com/baycity.html</p> <p>Program Hotline: 989-894-8350</p>	<p>Program Budget: Less than \$250K Target Population: 22,000 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Mail-in rebate: <u>Computers or Laptops:</u> \$15 <u>Intelligent Surge Protectors:</u> \$10</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MI	<p>DTE Energy Denise Allard 313-235-9418 allardd@dteenergy.com</p> <p>Website: www.YourEnergySavings.com or www.dteenergy.com</p>	<p>Program Budget: \$250K - \$1 million Target Population: 2.2 million retailers and residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$7.50-\$25 (ENERGY STAR 5.3 +20% to ENERGY STAR 6.1 +20%) <u>Computers:</u> \$5 (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$5 (ENERGY STAR 5.0 +10%)</p> <p><i>***DTE Energy promotes ENERGY STAR Most Efficient 2012 televisions with in-store signage***</i></p> <p>Other Activities: DTE's mid-stream incentive program is designed to stimulate growth in ENERGY STAR certified models stocked at retail stores to increase market share. The pilot program will use POP material, retail employee training, and website promotion to increase demand from residential customers for ENERGY STAR certified televisions, desktop computers, and monitors.</p>
MI	<p>Lansing Board of Water & Light Aileen Gow 517-702-6771 aag@lbwl.com</p> <p>Website: www.lbwl.com/EnergySavers</p> <p>Program Hotline: 800-573-3503</p>	<p>Program Budget: Less than \$250K Target Population: 83,000 residential customers Program Duration: Offer available through 12/15/2012</p> <p>Product and Program Details: Customer rebates: <u>Power strips:</u> \$10</p>
MN	<p>Rochester Public Utilities Dirk Bierbaum 507-292-1225 dbierbaum@rupu.org</p> <p>Website: www.rpu.org</p>	<p>Program Budget: \$25,000 Target Population: Commercial customers Program Duration: Through 3/31/2013</p> <p>Product and Program Details: Mail-in rebates: <u>Computers & Laptops:</u> \$5 <u>Enterprise Servers:</u> \$15</p> <p>Additional Information: A minimum of ten computers (including laptops) are required for eligibility for the incentive. Single Configuration and Families Configuration are eligible for the server incentive.</p>
NE	<p>Nebraska Energy Office Bruce Hauschild 402-269-2867 bruce.hauschild@nebraska.gov</p> <p>Website: www.neo.ne.gov/loan/index.html</p>	<p>Program Budget: \$25 - \$50 million Target Population: All Nebraska commercial and residential customers Program Duration: Ongoing</p> <p>Product and Program Details: The Nebraska Energy Office offers residents financing through "Dollar and Energy Savings Loans." <u>TVs:</u> <i>Varies</i> <u>Audio/Video:</u> <i>Varies</i> <u>Computers:</u> <i>Varies</i> <u>Displays (Monitors):</u> <i>Varies</i> <u>Imaging Equipment:</u> <i>Varies</i> <u>Battery Chargers:</u> <i>Varies</i> <u>Telephony:</u> <i>Varies</i></p> <p>Other Activities: Website advertising.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
NV	<p>NV Energy Adam Grant 702-402-2183 agrant@nvenergy.com</p> <p>Program Contact: Erik Bluvas 510-482-4420 x267 ebluvas@energy-solution.com</p> <p>Website: www.bceincentives.com</p>	<p>Program Budget: Total funding is \$4 million (2010–2013) Target Population: Business and residential customers Program Duration: 4/1/2012-12/31/2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$20/unit (ENERGY STAR 5.3 +20% and 5.3 +35%)</p> <p>Manufacturer, Retailer, Other Mid-stream Incentive available through 3/31/2012: <u>Computers:</u> \$7/unit (ENERGY STAR 5.1) <u>Displays (Monitors):</u> \$5/unit (ENERGY STAR 5.1 +10%)</p> <p>Other Activities: NV Energy will promote Consumer Electronics and Plug Loads Program (The Program) with events, a website, general and product-specific POP advertising.</p> <p>The Program addresses the dramatic load growth within NV Energy territory caused by the rapid proliferation of electronics—both consumer electronics and office equipment. The Program will provide midstream and upstream incentives for retailers and original equipment manufacturers (OEMs) such as Best Buy, Walmart, Dell, and HP to increase the stocking, promotion, and sales of the highest efficiency products on the market.</p> <p>NV Energy is working with Energy Solutions and Navitas Partners to build upon the existing BCE Incentive Program (BCE Program or bceincentives.com) collaboration with NEEA, PG&E, SMUD, and SDG&E.</p> <p>The Program's success relies on the strong relationships the program team has developed with key retailer and OEM decision makers in combination with a streamlined software program that is already linked directly to retailers' systems. In addition, the program maintains a frequently updated qualifying product list in which all models in the database have a direct mapping to ENERGY STAR certified products lists. This combination will allow NV Energy to get accurate data in a timely manner and to process applications quickly and accurately while building a solid foundation for evaluation, measurement and verification (EM&V) market analysis. Using best practices from the BCE Program and other market research jointly utilized by the utility participants (e.g., market data from leading market research firms like NPD and IDC), NV Energy will design qualifying standards, program product offerings, and incentive levels in order to minimize free ridership.</p>
NH	<p>Public Service of New Hampshire (PSNH) Jack Schelling 603-634-2721 schelje@psnh.com</p> <p>Website: www.nhsaves.com</p> <p>Program Hotline: 877-366-3749</p>	<p>Program Budget: \$250K - \$1 million Target Population: 417,656 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Mark-down Program: <u>Advanced Power Strips:</u> For a limited time, customers of NH may receive a \$10 instant discount on a qualified Advanced Power Strip. Customers may complete coupons at a participating retailer only. The discount will be taken off the purchase price. Visit the website or call the customer hotline for model qualifications.</p> <p>Other Activities: POP materials in stores, information on the website and bill inserts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
NH	<p>New Hampshire Electric Co-op Patti Corbeil 603- 536-8637 corbeilp@nhec.com</p> <p>Website: www.nhsaves.com</p> <p>Program Hotline: 877-366-3749</p>	<p>Program Budget: Less than \$250K Target Population: 68,138 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Mark-down Program: <u>Advanced Power Strips:</u> For a limited time, customers of NH may receive a \$10 instant discount on a qualified Advanced Power Strip. Customers may complete coupons at a participating retailer only. The discount will be taken off the purchase price. Visit the website or call the customer hotline for model qualifications.</p> <p>Other Activities: POP materials in stores, information on the website and bill inserts.</p>
NH	<p>Unitil Corporation Rebecca Scott 603-294-5126 scott@unitil.com</p>	<p>Program Budget: Less than \$250K Target Population: 63,710 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Mark-down Program: <u>Advanced Power Strips:</u> For a limited time, customers of NH may receive a \$10 instant discount on a qualified Advanced Power Strip. Customers may complete coupons at a participating retailer only. The discount will be taken off the purchase price. Visit the website or call the customer hotline for model qualifications.</p> <p>Other Activities: POP materials in stores, information on the website and bill inserts.</p>
NH	<p>National Grid Margaret Curran 603- 328-2731 Margaret.Curran@us.ngrid.com</p>	<p>Program Budget: Less than \$250K Target Population: 63,710 residential customers Program Duration: Through 12/31/2012</p> <p>Product and Program Details: Mark-down Program: <u>Advanced Power Strips:</u> For a limited time, customers of NH may receive a \$10 instant discount on a qualified Advanced Power Strip. Customers may complete coupons at a participating retailer only. The discount will be taken off the purchase price. Visit the website or call the customer hotline for model qualifications.</p> <p>Other Activities: POP materials in stores, information on the website and bill inserts.</p>
NY	<p>Long Island Power Authority Teresa Mauro 631-755-4779 tmauro@service.lipower.org</p> <p>Website: www.lipower.org</p> <p>Program Hotline: 877-654-5472</p>	<p>Program Budget for 2011: Less than \$250K Target Population: Approx. 900, 000 residential customers Program Duration (tentative): Through 12/31/2012</p> <p>Product and Program Details: Manufacturer, retailer, other mid-stream Incentive: <u>TVs:</u> \$10/unit (ENERGY STAR Version 5.3 or greater) Instant rebate through online store: <u>Advanced Power Strips:</u> \$10</p> <p>Other Activities: Marketing program will include bill inserts, Newsday ads, website, POP, and possible direct mail campaigns.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
NY	<p>New York State Energy Research and Development Authority (NYSERDA) Scott Kessler 212-971-5342 x3022 sbk@nyserd.org</p> <p>Website: www.nyserd.ny.gov</p> <p>Program Hotline: 877-697-6278</p>	<p>Program Budget: \$1 - \$10 million Target Population: New York State except Long Island and several municipalities Program Duration (tentative): Varies depending on partner</p> <p>Product and Program Details: <u>TVs, Set-Top Boxes, Audio/Video Equipment, Computers, Imaging Equipment, and Monitors:</u> Education only</p> <p>Retailer and Manufacturer: <u>Advanced Power Strips:</u> Varies. Incentives available for expanding advanced power strips and in-home control devices, into the New York State markets. This program is open enrollment for retailers and manufacturers that meet eligibility requirements.</p> <p><u>Education and Outreach:</u> Consumer marketing and outreach about ENERGY STAR consumer electronics and office equipment.</p> <p>The New York Energy \$martSM Products Program does not provide program incentives for qualified electronics products. The Program uses its resources to educate consumers on the benefits of purchasing ENERGY STAR certified electronics through a myriad of outreach and awareness strategies. The focus of NYSERDA's vision for electronics is to advocate for increased efficiencies through State and Federal standards while providing education and awareness on plug load in addition to tools for consumers to use to reduce it.</p>
OH	<p>American Electric Power Ohio (AEP Ohio) Michele Kowalik 614-883-6902 mkkowalik@aep.com</p> <p>Program Hotline: 866-997-3578</p>	<p>Program Budget: \$250K - \$1 million Target Population: 1.3 million residential customers Program Duration (tentative): 9/1/2012-12/31/2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive <u>TVs:</u> \$25</p> <p>Other Activities: Mid-stream incentive program dedicated to encourage ENERGY STAR certified televisions into the Ohio market. This program is for retailers that meet eligibility requirements.</p>
OH	<p>Illuminating Company (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: 3/23/2011-12/15/2012</p> <p>Rebates: Mail-in rebate: <u>Smart Strips:</u> up to \$10</p> <p>Additional Information: To qualify for the rebate, the surge protector must have one primary outlet that controls a minimum of four secondary outlets with a sensor that can track when an appliance is on, off or asleep. USB-interfacing surge protectors do not qualify for the rebate.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
OH	Ohio Edison (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com	Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: 3/23/2011-12/15/2012 Rebates: Mail-in rebate: <u>Smart Strips:</u> up to \$10 Additional Information: To qualify for the rebate, the surge protector must have one primary outlet that controls a minimum of four secondary outlets with a sensor that can track when an appliance is on, off or asleep. USB-interfacing surge protectors do not qualify for the rebate.
OH	Toledo Edison (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com	Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: 3/23/2011-12/15/2012 Rebates: Mail-in rebate: <u>Smart Strips:</u> up to \$10 Additional Information: To qualify for the rebate, the surge protector must have one primary outlet that controls a minimum of four secondary outlets with a sensor that can track when an appliance is on, off or asleep. USB-interfacing surge protectors do not qualify for the rebate.
PA	Met-Ed (FirstEnergy utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com Website: www.energysavePA.com	Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: 10/28/2010-5/31/2013 Rebates: Mail-in rebate: <u>Smart Strips:</u> up to \$10 Additional Information: To qualify for the rebate, the surge protector must have one primary outlet that controls a minimum of four secondary outlets with a sensor that can track when an appliance is on, off or asleep. USB-interfacing surge protectors do not qualify for the rebate.
PA	Penelec (FirstEnergy utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com Website: www.energysavePA.com	Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: 10/28/2010-5/31/2013 Rebates: Mail-in rebate: <u>Smart Strips:</u> up to \$10 Additional Information: To qualify for the rebate, the surge protector must have one primary outlet that controls a minimum of four secondary outlets with a sensor that can track when an appliance is on, off or asleep. USB-interfacing surge protectors do not qualify for the rebate.

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
PA	<p>Penn Power (FirstEnergy utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysavePA.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: 10/28/2010-5/31/2013</p> <p>Rebates: Mail-in rebate: <u>Smart Strips:</u> up to \$10</p> <p>Additional Information: To qualify for the rebate, the surge protector must have one primary outlet that controls a minimum of four secondary outlets with a sensor that can track when an appliance is on, off or asleep. USB-interfacing surge protectors do not qualify for the rebate.</p>
PA	<p>West Penn Power (FirstEnergy utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysavePA.com</p> <p>Program Hotline: 888-243-6808</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: <i>Not provided</i></p> <p>Rebates: Mail-in rebate: <u>TVs:</u> up to \$10 (ENERGY STAR Most Efficient 2012)</p>
RI	<p>National Grid Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.powerofaction.com/ri</p> <p>Program Hotline: 877-886-2539</p>	<p>Program Budget: <i>Not provided</i> Target Population: 465,000 residential customers Program Duration: Ongoing</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$10/unit (ENERGY STAR 5.3 or above)</p> <p>Customer Rebates: <u>Computers:</u> \$10 <u>Displays (Monitors):</u> \$20 <u>Advanced Power Strips:</u> \$10</p> <p>Other Activities: Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts. Program is supported through POP, educational materials, community and promotional events.</p>
VT	<p>Burlington Electric Department Chris Burns 802-865-7337 cburns@burlingtonelectric.com</p> <p>Website: www.burlingtonelectric.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: 20,000 commercial and residential customers Program Duration: January 2012 through December 2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$25/unit (ENERGY STAR 5.3) <u>Computers:</u> \$7/unit <u>Displays (Monitors):</u> \$5/unit</p> <p>Mark-down Program: <u>Advanced Power Strips:</u> \$7/unit mid-stream incentives. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
VT	<p>Efficiency Vermont Laura Bonn 802-860-4095 ext. 1343 lbonn@veic.org</p> <p>Website: www.encyvermont.com</p> <p>Program Hotline: 888-921-5990</p>	<p>Program Budget: \$250K - \$1 million Target Population: Entire state of Vermont (approximately 300,000 residential electric accounts) Program Duration: Through 12/2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$25/unit (ENERGY STAR 5.3) <u>Computers (Desktops):</u> \$7/unit <u>Displays (Monitors):</u> \$5/unit</p> <p>Mark-down Program: <u>Advanced Power Strips:</u> \$7/unit mid-stream incentives. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p>
WA	<p>Puget Sound Energy (PSE) Brad Simcox 425-462-3463 Brad.simcox@pse.com</p> <p>Website: www.energyefficientelectronics.org</p>	<p>Program Budget: <i>Not provided</i> Target Population: 1 million residential electric customers Program Duration: January 2012 – December 2012</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> ENERGY STAR Most Efficient 2012</p> <p>Other Activities: NEEA, on behalf of PSE, provides a website, public relations, POP materials, and retailer training.</p> <p>PSE has a strong interest in developing programs to control plug load and is interested in designing programs cooperatively with industry to encourage more efficient technologies. Programs around more efficient set-top boxes, eliminating standby power / usage of smart strips, and intelligent power management are of particular interest to PSE.</p>
WA	<p>Seattle City Light Christine Bunch 206-386-1824 christine.bunch@seattle.gov</p> <p>Website: www.seattle.gov/light/conserve/</p>	<p>Program Budget: <i>Not provided</i> Target Population: 400,000 residential customers Program Duration: Ongoing</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> <i>Not provided</i> <u>Computers:</u> <i>Not provided</i> <u>Displays (Monitors):</u> <i>Not provided</i></p> <p>Other Activities: Participation in regional Energy-Efficient Electronics Initiative through NEEA. Program focuses on market transformation through in-store merchandising and education of top efficient ENERGY STAR certified televisions, computers, and monitors. Mid-stream and upstream incentives are offered to retailers and manufacturers. Eligible products feature utility branded label.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
WA, OR, ID, MT	<p>Northwest Energy Efficiency Alliance (NEEA) Bob Freshman 503-688-5452 bfreshman@neea.org</p> <p>Website: www.energyefficientelectronics.org</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers of 130 utilities in Washington, Oregon, Idaho, and Montana; over 12 million customers Program Duration: Ongoing, or otherwise noted</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> <i>Not provided</i></p> <p>Other Activities: The BCE Program supports market education programs such as sales associate development in order to improve the awareness of energy-efficient consumer electronics and the overall presentation of energy-efficient consumer electronics during customer engagement. NEEA joined the BCE Program in Fall 2009.</p> <p>Primary message is geared towards helping consumers identify the most energy-efficient TV and is co-branded with the region's 130 utilities as well as the ENERGY STAR mark. Program uses ENERGY STAR 5.3 +20% and ENERGY STAR 5.3 +35%.</p> <p>Information dissemination and marketing efforts include:</p> <ul style="list-style-type: none"> • In-store merchandising on TV displays, end caps, and seasonal high-traffic areas • Media advisories • Customer awareness website • Materials to train Sales Associates to more effectively promote energy-efficient electronics
WV	<p>West Virginia Department of Environmental Protection Sandra Rogers 304-926-0499 ext. 1004 Sandra.d.rogers@wv.gov</p> <p>Program Hotline: 800-322-5530</p> <p>Website: www.dep.wv.gov/dlr/reap/cedprogram/Pages/default.aspx</p>	<p>Program Budget: Less than \$250K Target Population: Residents of West Virginia (1.9 million) Program Duration: Ongoing</p> <p>Other Activities: Grant Programs to local government and municipalities for the purpose of conducting electronic collection events and programs. The funding available for grants is established by the registration fee imposed on all covered electronic device manufacturers that conduct business in West Virginia. Program is in support of the State's electronic equipment landfill ban, which started on January 1, 2011.</p>
WY	<p>Rocky Mountain Power, Inc. Christy Evans 503-467-0904 cevans@peci.org</p> <p>Website: www.homeenergysavings.net/wyoming/homeelectronics.html</p> <p>Program Hotline: 800-942-0266</p>	<p>Program Budget: Less than \$250K Target Population: 113,000 residential customers Program Duration: Ongoing</p> <p>Product and Program Details: Customer Rebates: <u>TVs:</u> \$50 <u>Computers:</u> \$5 <u>Displays (Monitors):</u> \$10</p> <p>Rocky Mountain Power is interested in working with retailers and manufacturers.</p> <p>Other Activities: Marketing activities include listing ENERGY STAR criteria on POP, applications, and marketing materials.</p>