



AUGUST 2013 UPDATE

(Revised April 2014)

The U.S. Environmental Protection Agency (EPA) is pleased to provide 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, monitors, imaging equipment, battery chargers, telephony, and enterprise servers. The Summary includes information provided by energy efficiency program sponsors and describes their current program offerings in 2013 and in some cases expected programs in 2014 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. Participation in the Summary is voluntary and therefore does not represent all promotions and incentives available across the country.

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

1. **Executive Summary**
2. **Program Map, National Promotion Charts and Graphs** – Overview of promotion types for consumer electronics programs across the United States.
3. **Programs at a Glance** – A summary table of current consumer electronics programs organized by state.
4. **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.

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Executive Summary

The 2013 ENERGY STAR Summary of Consumer Electronics Programs presents information submitted by 37 energy efficiency program sponsors from across the United States, including 4 “umbrella organizations” and statewide programs running promotions on behalf of or in conjunction with 38 cooperative or municipal utilities and investor-owned utilities. Partners have provided information on 128 individual incentive and education and marketing programs for ENERGY STAR electronics products including televisions, set-top boxes, audio/video equipment, computers, monitors, imaging equipment, battery chargers, telephony, enterprise servers, and other products such as smart power strips, which are non-ENERGY STAR certified. To improve the accuracy of available promotions nationwide, information submitted under umbrella organizations has been accounted for individually for each member utility, unless otherwise indicated as a statewide or centrally-administered program.

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

Program Budgets – Partners were asked to categorize their program budgets into buckets demonstrating order of magnitude and range (e.g., less than \$250K, \$1-\$10 million). To calculate state totals and the national total, the mid-point of each bucket range was taken and multiplied by the total number of partner programs identifying with a given bucket. Since exact budget information has not been provided, nor have all partners given budget information (see the [Consumer Electronics Program and Budget Map](#) on page 3 for more details), a precise total cannot be determined. However, the trend in consumer electronics program budgets is upward. In 2011, based on the midpoint calculation, consumer electronics programs were funded at about \$68 million. In 2012, that number increased to about \$70 million and in 2013, the national total is just over \$63 million.¹ The decrease may be attributed to the end of television promotions offered by a few utilities in previous years.

Promotions by Dollar Amount – Promotion amounts in 2013 range from \$2.50 for computers to \$100 for televisions. The average for computers and monitors decreased from 2012 (computers in 2012 = \$9.54 and 2013 = \$6.13; monitors in 2012 = \$15 and 2013 = \$8.50), while the average for televisions and computer power management (CPM) programs increased (televisions in 2012 = \$19.75 and 2013 = \$32.82; CPM in 2012 = \$9.50 and 2013 = \$15). The average for power strips and surge protectors, non-ENERGY STAR certified products, and enterprise servers remained consistent. See [“Average Promotion Amount for ENERGY STAR Consumer Electronics Products 2011-2013”](#) on page 4 for more details on average incentive values.

Promotions by Product – In 2012, televisions, monitors, and computers each represented between 16% and 30% of the promotions, constituting 63% of all promotions. In 2013, television promotions increased from 30% to 48%, while computers remained consistent and monitors decreased. Non-ENERGY STAR covered products including power strips and surge protectors continue to be prevalent in the market, accounting for 18% of all promotions. See [“2013 ENERGY STAR Consumer Electronics Promotions by Product Type”](#) on page 4 and [“ENERGY STAR Consumer Electronics Promotions by Product Type 2011-2013”](#) on page 5 for more details.

Promotions by Type – Over 40% of promotions feature mail-in rebates, an increase of 10 percentage points over 2012. Thirty-nine percent (39%) of existing promotions are conducted with retailer or manufacturer mid-stream incentives, down from 43% in 2012 and 60% in 2011. Almost all states that offer incentives also include some sort of education about consumer electronics. See [“2013 ENERGY STAR Consumer Electronics Promotions by Incentive Type”](#) on page 5 for more details.

Promotions by Region – Unlike in 2011 and 2012 where the Northeast had the greatest number of consumer electronics promotions with 52 and 47, respectively, the Midwest now has the greatest number of promotions with 54 (2012 = 24). The significant increase relates to the large number of umbrella organizations working with small utilities. The Northeast follows closely behind with 48, with West, Mid-Atlantic, Southwest, and Southeast program sponsors offering 11, 10, 4, and 1 promotion, respectively. Over the past couple of years, the West has experienced a significant decrease in promotions falling from 30 promotions in 2011 to 27 in 2012 and now 11 promotions in 2013. See [“2013 ENERGY STAR Consumer Electronics Promotions by Type and Region”](#) on page 6 for more details.

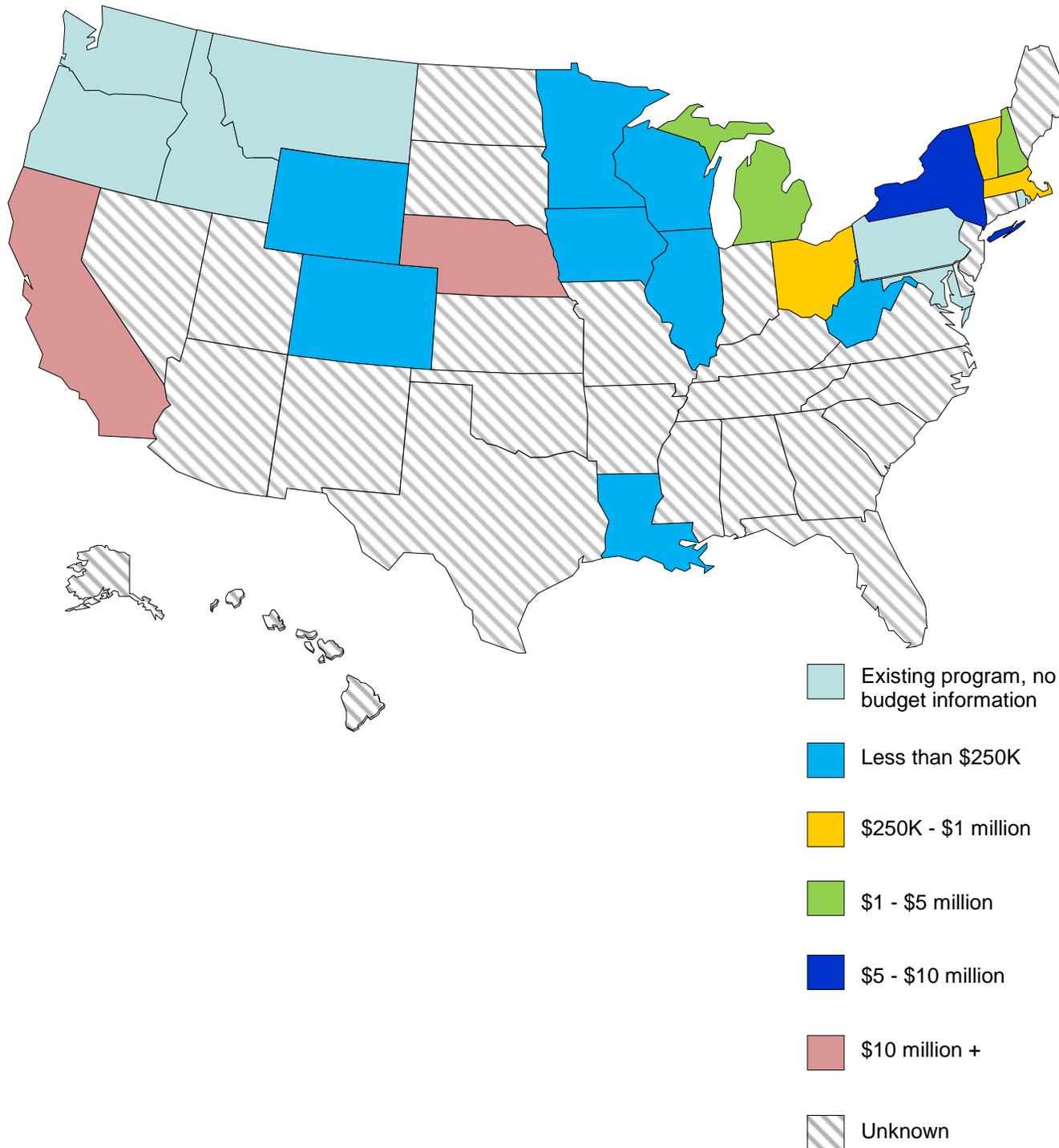
* Note – “Promotions” refers to monetary incentive programs and/or education and marketing programs.

¹ The August 2013 version inadvertently counted budget data for each product type rather than once for an entire consumer electronics program resulting in program budgets being counted more than once in some cases. The miscalculation has been corrected and accurate 2013 data are listed above.

Consumer Electronics Program 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.²

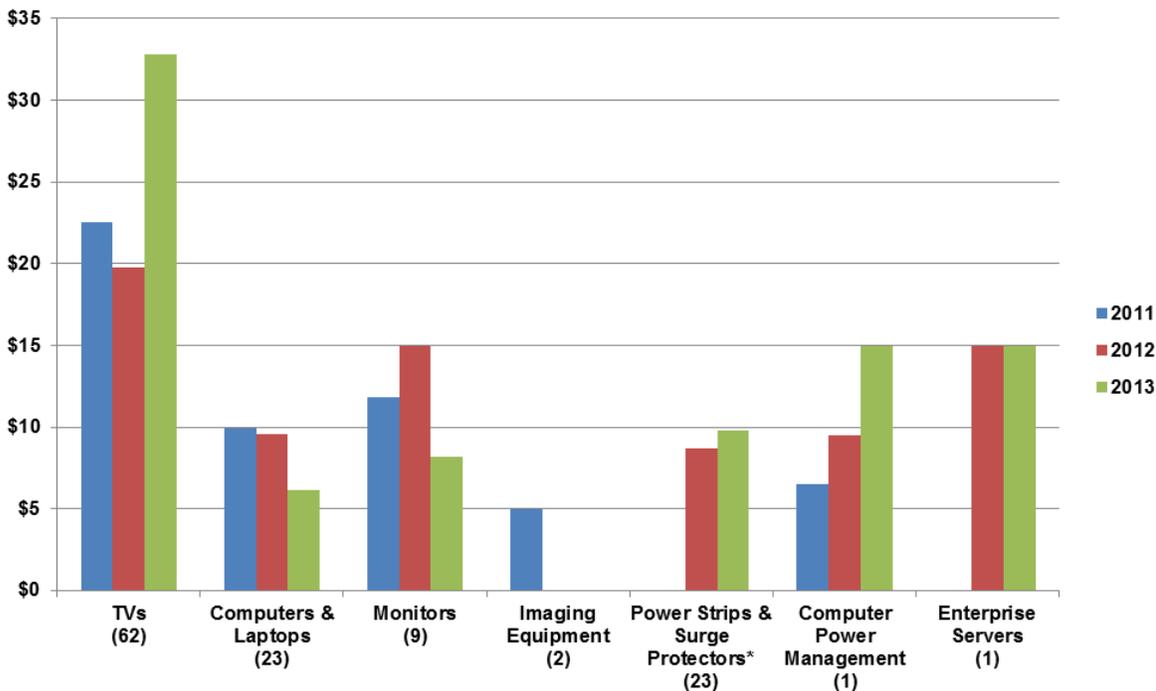
NOTE: Energy efficiency program sponsors in the “unknown” states may implement promotion programs in 2013 and beyond, but were unable or did not elect to provide budget information. Likewise, states highlighted in color may not represent all the partner program budgets, as partners in those states also may have elected not to provide budget information. See the individual program entries for details.



² The August 2013 version inadvertently counted budget data for each product type rather than once for an entire consumer electronics program resulting in program budgets being counted more than once in some cases. The miscalculation has been corrected and the map shows accurate budget data by state. Minnesota, New York, Vermont, West Virginia, Wisconsin, and Wyoming moved down one budget bracket, Michigan moved down two budget brackets, and Massachusetts moved down three brackets.

National Consumer Electronics Promotion Charts and Graphs

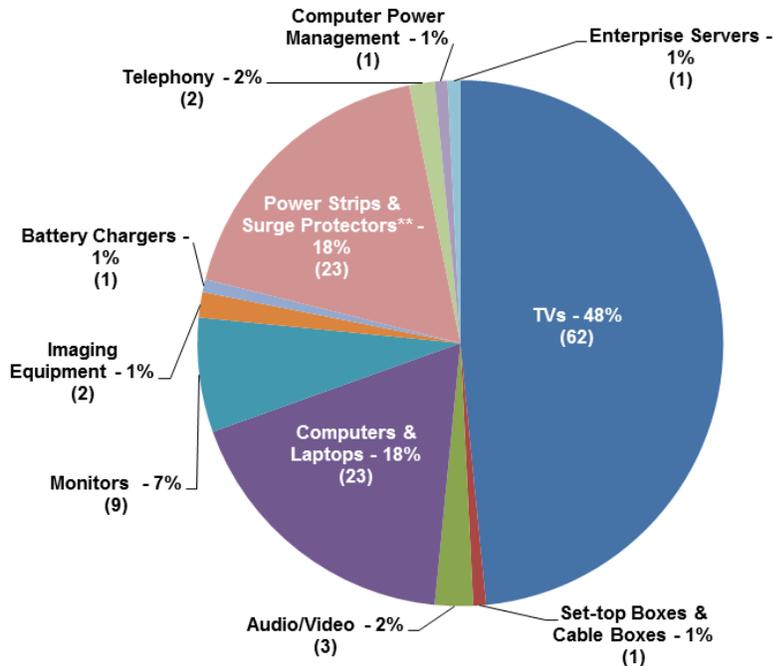
Average Promotion Amount for ENERGY STAR Consumer Electronics Products 2011-2013
(2013 totals listed in parentheses)



* Power Strips & Surge Protectors are not ENERGY STAR certified.

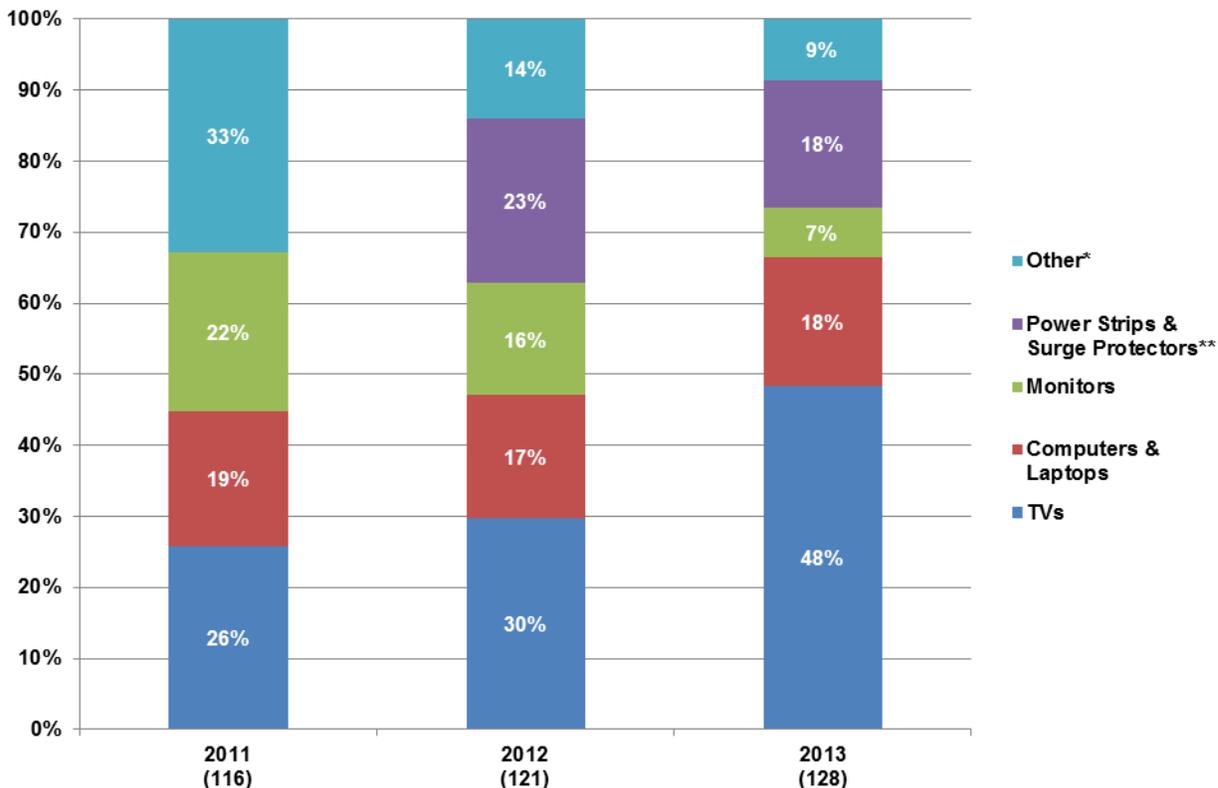
NOTE: Product types that do not have average incentive amounts because the data were not provided (Set-top Boxes & Cable Boxes, Audio/Video, Battery Chargers, and Telephony) are not included above.

2013 ENERGY STAR Consumer Electronics Promotions by Product Type
(Totals listed in parentheses)



** Power Strips & Surge Protectors are not ENERGY STAR certified.

ENERGY STAR Consumer Electronics Promotions by Product Type 2011-2013
(Annual totals listed in parentheses)

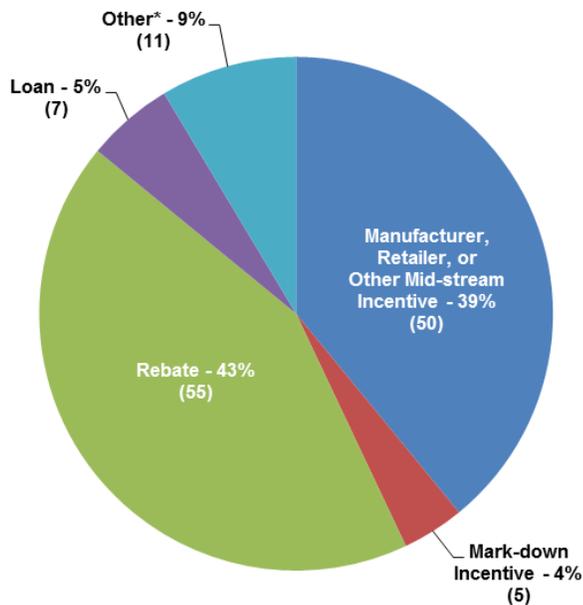


* The “Other” category is comprised of Set-top Boxes & Cable Boxes, Audio/Video, Imaging Equipment, Battery Chargers, Telephony, Computer Power Management, and Enterprise Servers. See the [“Consumer Electronics Programs at a Glance”](#) for individual partner details.

** Power Strips & Surge Protectors are not ENERGY STAR certified.

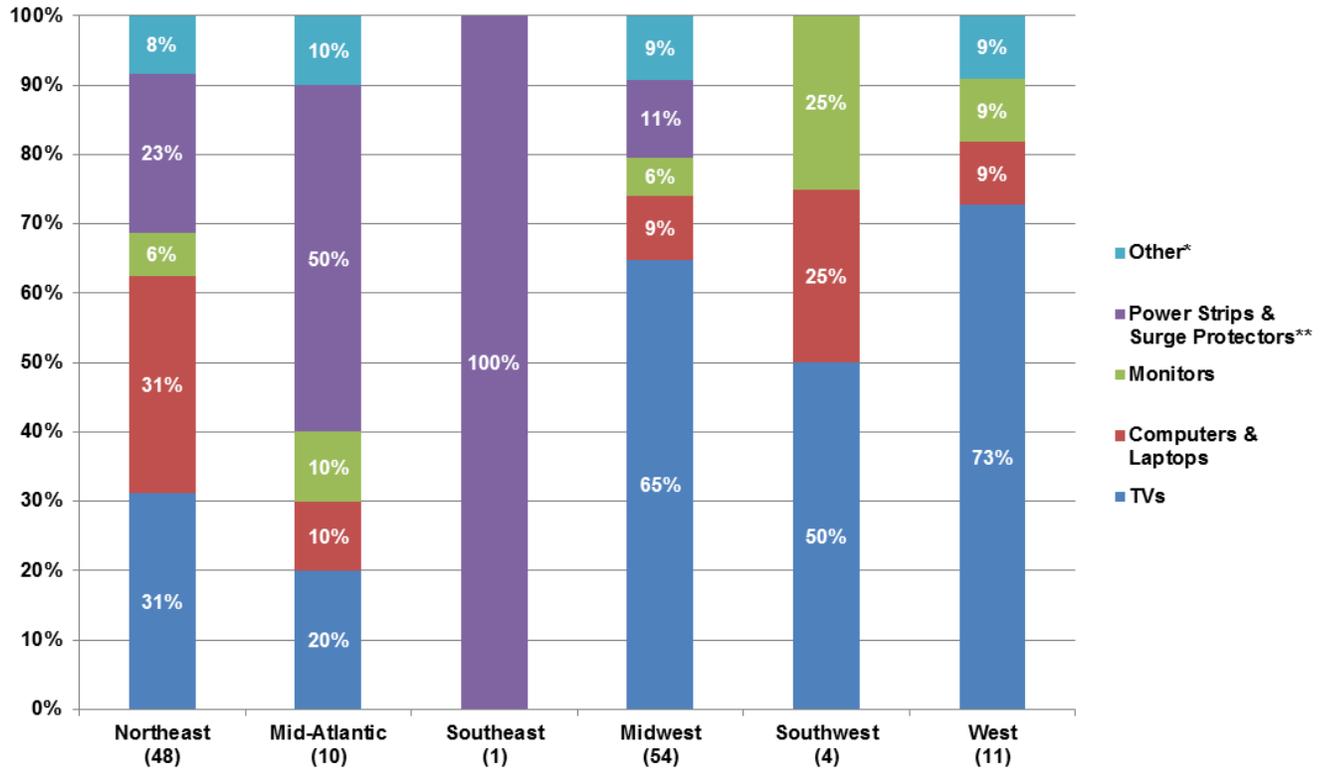
NOTE: In 2011, Power Strips & Surge Protectors were counted within the “Other” category if incentives existed.

2013 ENERGY STAR Consumer Electronics Promotions by Incentive Type
(Totals listed in parentheses)



* The “Other” category is comprised primarily of education based programs. See the [“Consumer Electronics Programs at a Glance”](#) for individual partner details.

2013 ENERGY STAR Consumer Electronics Promotions by Type and Region
(Regional totals listed in parentheses)



* The "Other" category is comprised of Set-top Boxes & Cable Boxes, Audio/Video, Imaging Equipment, Battery Chargers, Telephony, Computer Power Management, and Enterprise Servers. See the "[Consumer Electronics Programs at a Glance](#)" for individual partner details.

** Power Strips & Surge Protectors are not ENERGY STAR certified.

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 & Business customers (87% Residential & 13% Non-Residential)	TVs	\$4-\$29	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2013	12/31/2013
				Other - Computer Power Management	\$15	Manufacturer, Retailer, Other Mid-stream Incentive		1/1/2013	12/31/2013
CA	Riverside Public Utilities	\$250K - \$1 Million	Residential & Commercial	TVs	\$100	Rebate	✓	Ongoing	
CA	Sacramento Municipal Utility District	Not provided	595,648 Electrical Customers	TVs	\$6-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2013	12/31/2013
CO	Black Hills Energy	Less than \$250K	92,000 Residential	TVs	\$25	Rebate	✓	7/1/2013	12/31/2013
ID, MT, OR, WA	Northwest Energy Efficiency Alliance	Not provided	12 Million	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
IA	Central Iowa Power Cooperative (CIPCO) (Representing 11 utilities)	Not provided	Residential	TVs	\$40-\$50	Rebate	Not provided	Ongoing	
IA	Spencer Municipal Utilities	Less than \$250K	11,250 Residential	TVs	\$25	Rebate	Not provided	1/1/2013	12/31/2013
IL	Ameren Illinois	Less than \$250K	1.2 Million	Other - Power Strips	\$10	Rebate	✓	6/1/2013	5/31/2014
LA	Entergy New Orleans	Less than \$250K	160,000 Residential	Other - Power Strips	\$15	Rebate	✓	4/1/2011	3/31/2014
MA	MassSave (Representing 5 utilities)	\$250K - \$1 Million	2.38 Million	TVs	Up to \$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
				TVs	Up to \$50	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	Up to \$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	Up to \$10	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other - Power Strips	\$15	Manufacturer, Retailer, Other Mid-stream Incentive			
MD	Potomac Edison (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	
MI	Bay City Electric Light & Power	Less than \$250K	22,000	Computers	\$15	Rebate	✓	1/1/2013	12/31/2013
				TVs	\$15-\$40	Rebate			
MI	DTE Energy	\$250K - \$1 Million	2.2 Million	TVs	\$7.50-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	8/1/2010	12/31/2013
				Computers	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Monitors	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
MI	Efficiency United (Representing 18 utilities)	\$1 - \$10 Million	54,000 Residential	TVs	\$25-\$50	Rebate	✓	1/1/2013	12/31/2013
MI	Holland Board of Public Works	Less than \$250K	25,000 Residential	Computers	\$15	Rebate	Not provided	1/1/2013	12/31/2013
				Other - Surge Protectors	\$10	Rebate			
MI	Lansing Board of Water & Light	Less than \$250K	83,000	Other - Power Strips	\$10	Rebate	✓	1/1/2013	12/15/2013
MN	Rochester Public Utilities	Less than \$250K	Commercial	Computers	\$5	Rebate	✓	1/1/2013	3/31/2014
				Enterprise Servers	\$15	Rebate			

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
NE	Nebraska Energy Office	\$25 - \$50 Million	All Nebraska Residents	TVs	Varies	Low Interest Loan	✓	Ongoing	
				Audio/Video	Varies	Low Interest Loan			
				Computers	Varies	Low Interest Loan			
				Monitors	Varies	Low Interest Loan			
				Imaging Equipment	Varies	Low Interest Loan			
				Battery Chargers	Varies	Low Interest Loan			
				Telephony	Varies	Low Interest Loan			
NH	New Hampshire Saves (Representing 4 utilities)	\$250K - \$1 Million	585,000 Residential	Other - Power Strips	\$10	Mark-down Incentive	✓	1/1/2013	12/31/2013
NY	Long Island Power Authority	Less than \$250K	Residential Population on Long Island	Other - Power Strips	\$10	Mark-down Incentive	✓	1/1/2013	12/31/2013
NY	New York State Energy Research and Development Authority	\$1 - \$10 Million	New York Residents	TVs	N/A	N/A	✓	1/1/2013	12/31/2013
				Set-top Boxes & Cable Boxes	N/A	N/A			
				Audio/Video	N/A	N/A			
				Computers	N/A	N/A			
				Monitors	N/A	N/A			
				Imaging Equipment	N/A	N/A			
				Telephony	N/A	N/A			
OH	AEP Ohio	\$250K - \$1 Million	1.3 Million Residential	TVs	\$25	Rebate	✓	6/1/2013	12/31/2013
OH	Illuminating Company (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	
OH	Ohio Edison (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	
OH	Toledo Edison (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
PA	Met-Ed (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	
PA	Penelec (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	
PA	Penn Power (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	
PA	PPL Electric Utilities	Not provided	1.2 Million Residential	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	6/1/2013	5/31/2016
PA	West Penn Power (FirstEnergy Utility)	Not provided	Residential	Other - Surge Protectors	Up to \$10	Rebate	Not provided	Through 12/31/2013	
RI	National Grid	Not provided	465,000 Residential	TVs	Up to \$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
				TVs	Up to \$50	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	\$10	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other - Power Strips	\$15	Manufacturer, Retailer, Other Mid-stream Incentive			
VT	Burlington Electric Department	Not provided	20,000 Commercial & Residential	TVs	\$4-\$12	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2013	12/31/2013

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Monitors	\$3	Manufacturer, Retailer, Other Mid-stream Incentive			
VT	Efficiency Vermont	\$250K - \$1 Million	All Vermont Electric Rate Payers (approx. 335,000)	TVs	\$4-\$12	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive	✓	4/1/2013	12/31/2013
				Monitors	\$3	Manufacturer, Retailer, Other Mid-stream Incentive			
WA	Seattle City Light	Not provided	400,000 Residential	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
				Monitors	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
WV	West Virginia DEP	Less than \$250K	Population of West Virginia (1.8 Million)	TVs	N/A	Not provided			
				Audio/Video	N/A	Not provided	✓	Ongoing	
				Computers	N/A	Not provided			
				Monitors	N/A	Not provided			
WI	Vernon Electric Cooperative	Less than \$250K	10,000 (Residential)	TVs	\$25	Rebate	Not provided	1/1/2013	12/31/2013
				Monitors	\$25	Rebate			
WY	Rocky Mountain Power, Inc.	Less than \$250K	132,000 (Residential)	TVs	\$50	Rebate			
				Computers	\$10	Rebate	✓	Ongoing	
				Monitors	\$5	Rebate			

Consumer Electronics Program Details

The table below provides detailed information on each energy efficiency program sponsor's program information. All promotions and incentives are for ENERGY STAR certified products unless otherwise specified. In some cases, energy efficiency program sponsors have indicated which partner types they are most interested in working with, but may also be open to working with different partner types. Please contact the program sponsor representative to learn more about partnership opportunities.

STATE	PARTNER NAME / CONTACT	PROGRAM DESCRIPTIONS
CA	<p>Pacific Gas and Electric Company (PG&E) Shelley Neighbour (BCE program) 415-973-9050 sxnu@pge.com</p> <p>Oliya Singer (Power Management) 415-973-7203 oxz1@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 December 31, 2013</p> <p>Product and Program Details: PG&E coordinates the Business and Consumer Electronics (BCE) Program with the Northwest Energy Efficiency Alliance (NEEA) and the Sacramento Municipal Utility District (SMUD). PG&E, NEEA, 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> \$4-\$29/unit (ENERGY STAR 6.0 +20%)</p> <p>Promotion of ENERGY STAR Most Efficient 2013 TVs began April 1, 2013.</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> <p><u>Power Management:</u> \$15 per workstation</p>
CA	<p>Riverside Public Utilities Ryan Gleason 951-826-5669 rgleason@riversideca.gov</p> <p>Website: www.greenriverside.com</p>	<p>Program Budget: \$250K - \$1 million Target Population: Residential and commercial customers Program Duration: For a limited time only, subject to fund availability</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs:</u> \$100 (must be 32" or greater)</p> <p>There is a rebate cap of \$500 per customer, per year.</p>

STATE	PARTNER NAME / CONTACT	PROGRAM DESCRIPTIONS
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 December 31, 2013</p> <p>Product and Program Details: SMUD coordinates the BCE Program with the NEEA, and PG&E. SMUD, PG&E, and NEEA 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: TVs: \$6-\$30/unit (ENERGY STAR 6.0 +20%)</p> <p>Promotion of ENERGY STAR Most Efficient 2013 TVs began April 1, 2013.</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, SMUD, PG&E, 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>
CO	<p>Black Hills Energy Gene Mantei 719-546-6478 gene.mantei@blackhillscorp.com</p> <p>Website: www.BHEhowto.com</p> <p>Program Hotline: 888-567-0799</p>	<p>Program Budget: Less than \$250K Target Population: 92,000 residential customers Program Duration: July 1, 2013 – December 31, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: TVs: \$25 (ENERGY STAR Most Efficient)</p>
ID, MT, OR, WA	<p>Northwest Energy Efficiency Alliance (NEEA) Ty Stober 503-688-5494 tstober@neea.org</p> <p>Website: www.energyefficientelectronics.org/</p>	<p>Program Budget: <i>Not provided</i> Target Population: 12 million residential customers served by NEEA member utilities Program Duration: Ongoing</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: TVs: <i>Not provided</i></p> <p>Other Activities: Program focuses on market transformation through in-store merchandising and education of top efficient ENERGY STAR certified televisions. Mid-stream incentives are offered to retailers. Qualifying products feature the co-branded utility and the ENERGY STAR label. 2013 qualifying products are 20% more efficient than ENERGY STAR 6.0 with additional incentives paid for products meeting ENERGY STAR Most Efficient 2013.</p>

STATE	PARTNER NAME / CONTACT	PROGRAM DESCRIPTIONS
IA	<p>Central Iowa Power Cooperative Russell Steven 319-366-4512, ext. 359 russ.steven@cipco.net</p> <p>Representing the following utilities: <i>Clarke Electric Cooperative, Inc., Consumers Energy, East-Central Iowa REC, Eastern Iowa Rural Electric Cooperative, Farmers Electric Cooperative, Inc., Guthrie County REC Association, Linn County REC, Maquoketa Valley Electric Cooperative, Pella Cooperative Electric Association, Southwest Iowa Rural Electric Cooperative, and TIP Rural Electric Cooperative</i></p> <p>NOTE: Check individual member websites to determine available promotions.</p> <p>Website: www.cipco.net</p>	<p>Program Budget: Not provided Target Population: Residential customers Program Duration: Ongoing</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs: \$40-\$50; screen must be equal to or greater than 40"</u></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 1, 2013 – December 31, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs: \$25</u></p>
IL	<p>Ameren Illinois Nick Lovier 309-677-5094 nlovier@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 1, 2013 – May 31, 2014</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>Smart Power Strips: \$10</u></p>
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 1, 2011 – March 31, 2014</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>Advanced Power Strips: \$15</u></p> <p>Other Activities: Bill inserts, radio and newspaper advertising, community events, website, and press releases.</p>

STATE	PARTNER NAME / CONTACT	PROGRAM DESCRIPTIONS
MA	<p>MassSave Daniel Krasowsky, Lockheed Martin 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Representing the following utilities: <i>Cape Light Compact (CLC), National Grid, NSTAR, UNITIL, and Western Massachusetts Electric Company (WMECO)/Northeast Utilities</i></p> <p>NOTE: Check individual member websites to determine available promotions.</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 877-378-2748</p>	<p>Program Budget: \$250K - \$1 million (each utility listed as having a budget of less than \$250K) Target Population: 2.4 million residential customers Program Duration: Ongoing</p> <p>Product and Program Details: Retailer and Manufacturer Mid-stream Incentive: <u>TVs:</u> Up to \$25/unit (ENERGY STAR); up to \$50/unit (Top Ten USA) <u>Computers:</u> Up to \$5/unit (ENERGY STAR); up to \$10 (Top Ten USA) <u>Advanced Power Strips:</u> \$15/unit</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 request for proposals (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>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: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: <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>
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 December 31, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs:</u> \$15-\$40 <u>Computers:</u> \$15</p> <p><u>Bay City is interested in collaborating with retailers and manufacturers.</u></p>

STATE	PARTNER NAME / CONTACT	PROGRAM DESCRIPTIONS
MI	<p>DTE Energy Denise Allard 313-235-9418 allardd@dteenergy.com</p> <p>Website: www.dteenergy.com/saveenergy</p>	<p>Program Budget: \$250K - \$1 million Target Population: 2.2 million retailers and residential customers Program Duration: Through December 31, 2013</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$7.50-\$25 (ENERGY STAR 6.0 +20%) <u>Computers:</u> \$5 (ENERGY STAR 5.0) <u>Monitors:</u> \$5 (ENERGY STAR 6.0 + 10%)</p> <p>DTE Energy promotes ENERGY STAR Most Efficient 2013 televisions with in-store signage.</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 program uses POP material, retail employee training, and website promotion to increase demand from residential customers for ENERGY STAR certified televisions, computers, and monitors.</p>
MI	<p>Efficiency United Tricia Carlson 517-999-2312 pcarlson@clearesult.com</p> <p>Representing the following utilities: <i>Alpena Power Company, Baraga Electric Utility, Bayfield Electric Cooperative, The City of Crystal Falls Electric Department, Daggett Electric, The City of Dowagiac, Indiana Michigan Power, The City of Gladstone Department of Power & Light, The City of Harbor Springs Electric Department, City of Hillsdale – Board of Public Utilities, L'Anse Electric Utility, Negaunee Electric Department, The City of Norway Department of Power & Light, The City of South Haven, Upper Peninsula Power Company, We Energies, Wisconsin Public Service, and Xcel Energy</i></p> <p>NOTE: Check individual member websites to determine available promotions.</p> <p>Website: www.encyciencyunited.com</p> <p>Program Hotline: 877-367-3191</p>	<p>Program Budget: \$1 - \$10 million (each utility listed as having a budget of less than \$250K) Target Population: 54,000 residential customers Program Duration: Through December 31, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs:</u> \$25-\$50; limit 2 per account</p> <p><u>Efficiency United is interested is collaborating with retailers and manufacturers.</u></p>
MI	<p>Holland Board of Public Works Katie Novakoski 616-355-1577 knovakoski@hollandbpw.com</p> <p>Website: www.hollandbpw.com</p> <p>Program Hotline: 616-355-1500</p>	<p>Program Budget: Less than \$250K Target Population: 25,000 residential customers Program Duration: Through December 31, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>Computers:</u> \$15 <u>Intelligent surge protectors:</u> \$10</p> <p><u>Holland Board of Public Works is interested is collaborating with retailers and manufacturers.</u></p>

STATE	PARTNER NAME / CONTACT	PROGRAM DESCRIPTIONS
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: Through December 15, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: Power strips: \$10</p>
MN	<p>Rochester Public Utilities Dirk Bierbaum 507-292-1225 dbierbaum@rpu.org</p> <p>Website: www.rpu.org</p> <p>Program Hotline: 507-280-1500</p>	<p>Program Budget: Less than \$250K Target Population: Commercial customers Program Duration: Through March 31, 2014</p> <p>Product and Program Details: Mail-in Rebate Incentive: Computers & Laptops: \$5 Enterprise Servers: \$15</p> <p>Additional Information: A minimum of ten computers (including laptops) are required for eligibility for the incentive. Single Configuration and Family Configurations 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, through the Dollar and Energy Saving Loan Program and eligible Nebraska lenders, offers Nebraska residents and businesses reduced interest financing for qualifying energy saving products and projects, some required to exceed ENERGY STAR.</p> <p>TVs: Varies Audio/Video: Varies Computers: Varies Monitors: Varies Imaging Equipment: Varies Battery Chargers: Varies Telephony: Varies</p> <p>Other Activities: Website advertising.</p>

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NH	<p>New Hampshire Saves Program (NH Saves) Monica Ward, Liberty Utilities monica.ward@libertyutilities.com</p> <p>Patti Corbeil, New Hampshire Electric Co-Op 603-536-8637 corbeilp@nhec.com</p> <p>Jack Schelling, Public Service of New Hampshire 603-634-2721 schelje@psnh.com</p> <p>Rebecca Scott, UNITIL 603-294-5126 scott@unitil.com</p> <p>NOTE: Check individual member websites to determine available promotions.</p> <p>Website: www.nhsaves.com</p> <p>Program Hotline: 877-366-3749</p>	<p>Program Budget: \$250K - \$1 million Target Population: 585,000 residential customers Program Duration: Through December 31, 2013</p> <p>Product and Program Details: In-Store Coupon Program: <u>Advanced Power Strips:</u> 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: Less than \$250K Target Population: 2.8 million residential customers Program Duration: Through December 31, 2013</p> <p>Product and Program Details: 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 NAME / CONTACT	PROGRAM DESCRIPTIONS
NY	<p>New York State Energy Research and Development Authority (NYSERDA) Ryan Moore 212-971-5342 x 3267 rtm@nyserdera.ny.gov</p> <p>Website: www.nyserdera.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; approximately 6 million Program Duration: Through December 31, 2013</p> <p>Product and Program Details: Education and Outreach: Consumer marketing and outreach about ENERGY STAR certified consumer electronics and office equipment, including:</p> <ul style="list-style-type: none"> • TVs (including messages to promote ENERGY STAR Most Efficient 2013) • Set-top Boxes & Cable Boxes • Audio/Video Equipment • Computers & Laptops • Monitors • Imaging Equipment • Telephony <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> <p><u>NYSERDA is interested in collaborating with retailers and manufacturers.</u></p>
OH	<p>American Electric Power Ohio (AEP Ohio) David Tabata 614-883-7887 dwtabata@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: June 1, 2013 – December 31, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs:</u> \$25</p> <p>Other Activities: Residential customers of AEP Ohio are eligible to receive a \$25 rebate on all ENERGY STAR certified televisions purchased June 1-December 31, 2013. Customers may obtain the mail-in rebate form at participating retailers or print it on-line from AEP Ohio's website. This incentive is only available for residential customers purchasing televisions for residential use. Televisions being purchased for commercial applications are not eligible.</p>
OH	<p>Illuminating Company (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysaveOH.com</p> <p>Program Hotline: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: <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 NAME / CONTACT	PROGRAM DESCRIPTIONS
OH	<p>Ohio Edison (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysaveOH.com</p> <p>Program Hotline: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: <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>
OH	<p>Toledo Edison (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysaveOH.com</p> <p>Program Hotline: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: <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>Met-Ed (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysavePA.com</p> <p>Program Hotline: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: <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>Penelec (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysavePA.com</p> <p>Program Hotline: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: <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>Penn Power (FirstEnergy Utility) Jennifer Rivera 610-921-6216 jrivera@firstenergycorp.com</p> <p>Website: www.energysavePA.com</p> <p>Program Hotline: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: <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 NAME / CONTACT	PROGRAM DESCRIPTIONS
PA	<p>PPL Electric Utilities Maureen Fenerty 610-774-6182 mafenerty@pplweb.com</p> <p>Website: www.pplelectric.com/e-power</p>	<p>Program Budget: <i>Not provided</i> Target Population: 1.2 million residential customers Program Duration: June 1, 2013 – May 31, 2016</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: TVs: Not provided (must be ENERGY STAR Most Efficient 2013)</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: 888-267-4685</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Varies by member utility</p> <p>Product and Program Details: Mail-in Rebate Incentive: Smart Strips: 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>
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: TVs: Up to \$25/unit (ENERGY STAR 5.3 or above); up to \$50/unit (Top Ten USA) Computers: \$5/unit (ENERGY STAR); \$10 (Top Ten USA) Advanced Power Strips: \$15</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, and 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 1, 2013 – December 31, 2013</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: TVs: \$4-\$12/unit Computers: \$7/unit Monitors: \$3/unit</p> <p>Televisions must meet the ENERGY STAR 6.0 specification at a minimum. An additional incentive is available for units meeting ENERGY STAR 6.0+20%, and the highest incentive is available for units meeting ENERGY STAR Most Efficient and Super-efficient Equipment and Appliance Deployment (SEAD) criteria.</p> <p>Mark-down Program: Advanced Power Strips: Up to \$14/unit mark-down incentives. Select power strips have been chosen and are available at a discounted price at participating retailers. Chosen models use less than 1 watt of power in standby mode and have electrical and coax surge protection where applicable.</p>

STATE	PARTNER NAME / CONTACT	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 335,000 residential electric accounts) Program Duration: April 1, 2013 – December 31, 2013</p> <p>Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$4-\$12/unit <u>Computers:</u> \$7/unit <u>Monitors:</u> \$3/unit</p> <p>Televisions must meet the ENERGY STAR 6.0 specification at a minimum. An additional incentive is available for units meeting ENERGY STAR 6.0+20%, and the highest incentive is available for units meeting ENERGY STAR Most Efficient and SEAD criteria.</p> <p>Mark-down Program: <u>Advanced Power Strips:</u> Up to \$14/unit mark-down incentives. Select power strips have been chosen and are available at a discounted price at participating retailers. Chosen models use less than 1 watt of power in standby mode and have electrical and coax surge protection where applicable.</p> <p><u>Efficiency Vermont is interested is collaborating with retailers and manufacturers.</u></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>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>
WV	<p>West Virginia Department of Environmental Protection Sandra Rogers 304-926-0499 ext. 1004 sandra.d.rogers@wv.gov</p> <p>Website: www.dep.wv.gov/dlr/reap/cedprogram/Pages/default.aspx</p> <p>Program Hotline: 800-322-5530</p>	<p>Program Budget: Less than \$250K Target Population: Residents of West Virginia (1.9 million) Program Duration: Ongoing</p> <p>Product and Program Details: 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>

STATE	PARTNER NAME / CONTACT	PROGRAM DESCRIPTIONS
WI	<p>Vernon Electric Cooperative Dave Maxwell dmaxwell@vernonelectric.org Website: www.vernonelectric.org</p>	<p>Program Budget: Less than \$250K Target Population: 10,000 residential customers Program Duration: January 1, 2013 – December 31, 2013</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs:</u> \$25 <u>Monitors:</u> \$25</p>
WY	<p>Rocky Mountain Power, Inc. Jessica Kramer 503-595-4435 jkramer@peci.org Website: homeenergysavings.net/Wyoming/homeelectronics.html Program Hotline: 800-942-0266</p>	<p>Program Budget: Less than \$250K Target Population: 132,000 residential customers Program Duration: Ongoing</p> <p>Product and Program Details: Mail-in Rebate Incentive: <u>TVs:</u> Up to \$50 <u>Computers:</u> \$10 <u>Monitors:</u> \$5</p> <p>Other Activities: Marketing activities include listing ENERGY STAR criteria on POP, applications, and marketing materials.</p> <p><u>Rocky Mountain Power is interested in collaborating with retailers and manufacturers.</u></p>