

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



OFFICE OF
AIR AND RADIATION

June 10, 2009

Dear ENERGY STAR® Set-top Box Stakeholder:

As you know, the technical specification for ENERGY STAR qualified set-top boxes became effective on January 1, 2009 and cable, satellite, and telecom service providers have been able to partner with ENERGY STAR since April of 2008. Now that the program is fully underway and manufacturing partners are submitting data on energy-efficient boxes for addition to the ENERGY STAR qualified products list, I wanted to take this opportunity to clarify some potential misconceptions about labeling under this program.

Labeling by Manufacturers

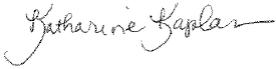
In order to use the ENERGY STAR name or marks in association with an organization's name or products, manufacturers must first sign a Partnership Agreement with EPA and abide by all of the conditions set forth in the Version 2.0 ENERGY STAR Program Requirements for Set-top Boxes. With regard to labeling the physical product, these Program Requirements state that manufacturing partners must use the certification mark on qualified products sold at retail or directly to consumers. If a manufacturer sells a qualified box to a service provider, the box may only bear the ENERGY STAR certification mark if the service provider to whom the box is sold has joined as an ENERGY STAR partner. Boxes that are sold to non-partner service providers should NOT bear the ENERGY STAR mark, although the manufacturer is welcome to explain that the box meets ENERGY STAR levels and may point the service provider to the ENERGY STAR qualified product list for verification.

Labeling by Service Providers

In order to use the ENERGY STAR name or marks in association with an organization's name or products deployed to subscribers, service providers must first sign a Partnership Agreement with EPA and abide by all of the conditions set forth in the ENERGY STAR Program Requirements for Cable, Satellite, and Telecom Service Providers. With regard to labeling the physical product, these Program Requirements state that service provider partners must use the certification mark on boxes that are installed and configured as required to maintain ENERGY STAR qualification. ENERGY STAR is a registered mark owned by the U.S. government and its use is reserved for partners. Service providers that have not signed an ENERGY STAR Partnership Agreement are not to associate themselves with the program and may not distribute boxes labeled with the ENERGY STAR.

In summary, only organizations that have partnered with ENERGY STAR and are abiding by the terms of partnership should be afforded the benefits of that partnership. We hope you will agree that EPA's policy as clarified above is essential to help assure a level playing field for manufacturers and service providers as well as to protect the integrity of this highly-recognized brand. Please feel free to contact me directly with any questions or concerns at (202) 343-9120 or via e-mail at kaplan.katharine@epa.gov.

Best Regards,

A handwritten signature in cursive script that reads "Katharine Kaplan".

Katharine Kaplan, EPA Product Manager
ENERGY STAR for Consumer Electronics