



December 17, 2010

Katharine Kaplan  
ENERGY STAR® Program  
U.S. Environmental Protection Agency  
Washington, DC 20036

**Subject: Comments to the November 23 proposal on the effective date of ENERGY STAR Version 5 television specification**

Dear Katharine:

On behalf of Northwest Energy Efficiency Alliance (NEEA), Pacific Gas and Electric Company (PG&E), and Sacramento Municipal Utility District (SMUD), we respectfully submit comments in regards to the EPA's November 23 proposal to change the effective date for the ENERGY STAR Version 5 television specification to July 1, 2011.

We strongly support EPA's efforts to maintain the value of the ENERGY STAR brand by ensuring that only the top performers in a category qualify for ENERGY STAR. Given the large market share of ENERGY STAR Version 4, we support moving the effective date of ENERGY STAR Version 5 forward and keeping the specification in its entirety. There are numerous products that already qualify for Version 5, including a range of sizes and a variety of manufacturers.

As sponsoring members of utility incentive programs for TVs, we work with retailers and manufacturers to help consumers become more informed about the benefits of purchasing energy-efficient TVs. The Program provides financial incentives and marketing support to encourage manufacturers and retailers to educate, promote and sell the most energy-efficient TVs on the market. We currently promote products that meet and exceed ENERGY STAR specification levels. Thus, we have a strong interest in supporting an ENERGY STAR specification which successfully distinguishes the most energy efficient TVs on the market.

We appreciate your consideration for these comments and look forward to ongoing collaboration.

Sincerely,



Mardi Cino  
Consumer Products Manager of Residential Sector  
Northwest Energy Efficiency Alliance



Sarah Bresko  
Product Manager, Core Products  
Pacific Gas and Electric Company



Paula Robertson  
Product Service Specialist  
Sacramento Municipal Utility District