



December 13, 2000

Dear ENERGY STAR® Partner:

ENERGY STAR has grown tremendously over the last eight years. In this short time, the ENERGY STAR label has appeared across more than 30 product areas and become recognized by more than 35% of American consumers. With this letter, I am outlining a few changes the program is making that will further strengthen what ENERGY STAR means to you and your customers and what you need to do to take advantage of these changes.

First, the program is modifying the ENERGY STAR logos so that the label used on products is consistent with how the label is used internationally. To enhance our partners' ability to engage in promotional activities around ENERGY STAR labeled products, we have developed a promotional logo with a new slogan – "Money Isn't All You're Saving." The new logos will be released in January 2001. In anticipation of this release, the guidelines for using the new logos are attached. If you have a need to use the new logos before they are available on our web site, please feel free to contact me.

Second, we have streamlined our Partnership Agreement (a.k.a. MOU) as well as made the agreement consistent across the more than 30 product areas now covered by ENERGY STAR. I would like to call your attention to three partner commitments we believe are essential to the continued growth and success of ENERGY STAR:

- Annual submission of up-to-date products lists of ENERGY STAR qualifying product models;
- Clear display of the ENERGY STAR label in product literature and on your web site;
- Annual submission of unit shipment data or other market indicators to assist us in determining the market penetration of ENERGY STAR labeled products.

Beginning next year, we will make the Partnership Agreement available through the Internet as part of our ongoing effort to streamline the processing of these documents. The new format will be phased in as old agreements expire or specifications are revised.

To smooth the transition to the new Partnership Agreement, we are doing the following:

- **extending your current MOU through March 31, 2001;**
- convening a roof products partner meeting at the National Roofing Contractor's Association (NRCA) convention in February, 2001. We will discuss the Partnership Agreement and other new developments at this meeting.

Any immediate questions can be addressed to me via phone at (202) 564-1254 or email at ryan.steven@epa.gov. The new Partnership Agreement will become effective for existing roof products partners on April 1, 2001.

Other program refinements to look for in early 2001 include an improved, integrated ENERGY STAR web site (www.energystar.gov) with an expanded store locator offering consumers detailed information about ENERGY STAR labeled products and where they can be purchased, as well as links to product manufacturer web pages. Commercial purchasers will find similar, easy-to-use information about buying ENERGY STAR labeled commercial products.

As the calendar year comes to a close, I would like to thank you for your ongoing participation with ENERGY STAR. We look forward to continued success over the coming years.

Sincerely,

A handwritten signature in black ink, reading "Steve J. Ryan". The signature is written in a cursive style. To the right of the signature is a vertical red line.

Steve Ryan, Product Manager
ENERGY STAR for Roof Products

Enclosures