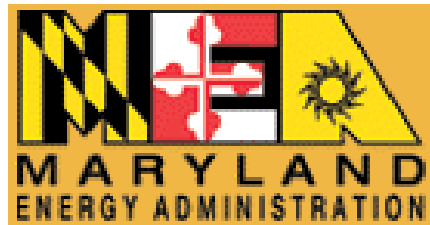


Energy Efficiency Program Sponsors Lighting Programs: 2005/2006

Mid-Atlantic Region:

Delaware, Maryland, and New Jersey
Programs

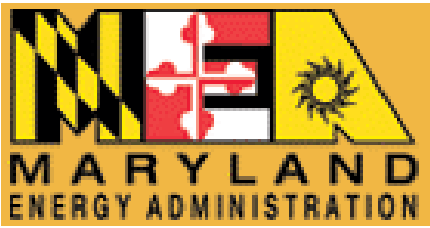


Prepared for the
2005 National ENERGY STAR Lighting Partner Meeting
April 4-6, 2005
Las Vegas, Nevada



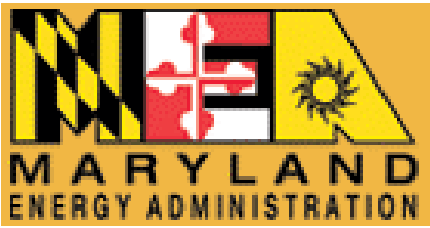
Delaware Energy Office ENERGY STAR Program

- Change-a-Light, Change-the-World Training
 - As part of Delaware's Fall 2005 Change a Light, Change the World Campaign, the DEO will be offering training and support to state retailers of ENERGY STAR qualified CFL's. The DEO will also be promoting the energy savings associated with ENERGY STAR qualified CFL's
- Delaware offers the Advanced Lighting Package to ENERGY STAR Home Builders
- Program Contact: Jenefer Russam
 - (302) 739-1530
 - Jenefer.Russum@state.de.us
 - Visit: www.delaware-energy.com/energy-star.htm



Maryland Energy Administration ENERGY STAR Program

- Managed by the Maryland Energy Administration. Governor Robert L. Ehrlich, Jr. is the Program's spokesman and a strong advocate for ENERGY STAR products.
- A key component of the MEA ENERGY STAR Program is awareness and education for residential customers as well as retailers, builders, and contractors.
- Program Contact: Susan Shipman, MEA
 - (410) 260-7523
 - SShipman@energy.state.md.us
 - Visit: www.energy.state.md.us/energystar



MEA ENERGY STAR Program Lighting Activities

- MEA conducts several builder training opportunities on ENERGY STAR Homes. Trainings include information on the Advanced Lighting Package.
- Awareness and Education through print and radio ads. MEA will be looking for industry leveraged co-marketing opportunities targeted at ENERGY STAR lighting in support of Change-a-Light 2005.
- CFL Giveaways to consumers at various expos and conferences where MEA is exhibiting.
- Please contact Susan Shipman for further information.



New Jersey Board of Public Utilities
Office of Clean Energy

New Jersey Clean Energy ENERGY STAR Lighting Program

- Administered by the New Jersey Board of Public Utilities, Office of Clean Energy.
- Program Managed by the four New Jersey electric utilities: Public Service Electric & Gas, Jersey Central Power & Light, Conectiv Power Delivery, & Rockland Electric
- Field Implementation by Honeywell
- Program Contact: John Raudenbush
 - (973) 890-9500 Ext. 3124
 - john.raudenbush@honeywell.com
 - Visit: www.njcleanenergy.com



Your Power to Save

njcleanenergy.com

New Jersey Board of Public Utilities
Office of Clean Energy

Previous Change-a-Light Highlights

- 2003
 - 47 Approved Proposals
 - \$4.0 Million in Allocated Funds
 - 1.5 Million ENERGY STAR Lighting Products Distributed
- 2004
 - 83 Approved Proposals
 - \$5.8 Million in Allocated Funds
 - 2 Million ENERGY STAR Lighting Products Distributed



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2005 Program Design

- Competitive solicitation as in previous years
 - Product Incentives: Instant Rebate/Buy-downs
 - Product emphasis on specialty CFL's and fixtures
 - May support standard CFL's in underserved markets
 - Co-operative advertising cost sharing
 - Expected release – June 2005
 - Promotion timeline to coincide with national Change-a-Light, Change-the-World Campaign



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New Jersey Board of Public Utilities
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2005 Public Relations & Marketing

- Public Relations
 - Possible CAL kick-off event in October
 - Press Release
- Marketing
 - Educational point-of-purchase materials based on EPA/DOE templates
 - Print advertising in NJ newspapers
 - Web development including lighting education and retailer search feature
 - Field support through NJ account managers



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2006 Program

- Each year programs are re-evaluated based on program success and current year budget
- Expectation is to continue to support residential ENERGY STAR Lighting

Thank You!