

Energy Star Partner Meeting 2004

***Change a Light.
Change the World.***

Jeff Bristol




Sylvania Change-a-Light

- Change-a-Light can be used as the foundation for a successful national manufacturer/retailer promotion

Sylvania Change-a-Light

- Co-Op Advertising (Newspaper & Magazine)
- POP (Daily and Promotion Specific)
- National Product Promotions (EPA'S "Change-A-Light")
- National Mfg. Rebates
- Regional Utility Rebates
- Existing Relationships with all Utility Groups

Change-a-Light Newspaper Advertisements



Change the world. Start here.

Now that it's getting dark so much earlier, we'd like to remind you that you can help the environment and save money just by using energy-efficient light bulbs. The newest and most exciting thing in energy-saving light bulbs is the SYLVANIA Soft White MINI TWIST—compact fluorescent bulbs that match standard light bulbs in size and approximate light output but consume up to 75 percent less electricity and last six times as long! We want to encourage everyone to save energy, so we're offering cash back with each purchase of these Energy Star bulbs, plus a chance to win a 2003 Honda Civic Hybrid—one of the most energy-efficient cars ever made. Change a light. Change the world.

Save \$55 and enter to win a Honda Civic Hybrid with the purchase of a SYLVANIA compact fluorescent lamp.

SEE THE WORLD IN A NEW LIGHT **SYLVANIA**

You'll find SYLVANIA Soft White MINI TWIST bulbs and entry forms for the SYLVANIA Change the World Honda Civic Hybrid Sweepstakes at the following retailers:

Lowe's All Markets
2000 E. Hwy 401
Allentown, PA

Lowe's Hickory
2000 E. Hwy 401
Hickory, NC

Lowe's Lincoln
1001 E. Main Street
Lincoln, NE

Lowe's Morgan
1001 E. Main Street
Morgan, NE



Change the clocks, then change the world.

Now that we've set the clocks back, it's getting dark earlier, which means that everybody will be using more light bulbs. We'd like to remind you that you can help the environment and save money just by using energy-efficient light bulbs. The newest and most exciting thing in energy-saving light bulbs is the SYLVANIA Soft White Mini—compact fluorescent bulbs that match standard light bulbs in size and approximate light output but consume up to 75 percent less electricity and last six times as long! Now is a great time to try these ENERGY STAR award-winning lamps—you can save money, save energy and help save the world to boot.

SEE THE WORLD IN A NEW LIGHT **SYLVANIA**

Participate in part by:

SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT
"The Power To Do More."

SPECIAL SAVINGS
Get promotional pricing on the purchase of SYLVANIA Soft White Mini bulbs at:

LOWE'S
Improving lives everywhere.

Change-a-Light POP

**Save
\$1 to \$3**



**Take
\$1 to \$3 OFF**
through
December 31, 2003

Courtesy of



Reduction taken
at register on
Lowe's item numbers:
20158 (\$2 off), 67196 (\$1 off),
156922 (\$3 off), 159721 (\$2 off),
159727 (\$1 off), 213241 (\$2 off),
213245 (\$1 off)

SYLVANIA

Remove by 12-31-03



change the world.
start here _____

Save \$\$
and enter to
win a
2003
Honda Civic
Hybrid
with the purchase of a
SYLVANIA compact fluorescent lamp

SYLVANIA

SEE THE WORLD IN A NEW LIGHT **SYLVANIA**

SYLVANIA



Change-a-Light Display Shippers



Change-a-Light National Mfg. Rebates



\$1.00 Mail-In Refund Offer from SYLVANIA
OFFICIAL REFUND FORM OFFER EXPIRES 1/31/04

To receive \$1.00 Refund:

1. Complete this claim form.
2. Cut out the proof-of-purchase seal(s) from the SYLVANIA Compact Fluorescent Lamp.
3. Circle the SYLVANIA bulb purchase on your cash register receipt.
4. Send claim form, proof-of-purchase seals, and cash register receipt to:
Dept. 41330
Change-a-Light, Change-the-World \$1.00 Offer
P.O. Box 134
Niagara Falls, NY 14302-0134
5. You will receive your refund by mail.

Name _____ Apt. # _____
Address _____
City/State _____

This form must be used to receive your refund. No facsimiles or photocopies of this claim form will be allowed. Void where prohibited by law. Allow 6-12 weeks for refund to be delivered. Total refund that may be claimed limited to \$5.00 per family or group. ALL CLAIMS MUST BE POSTMARKED BY JANUARY 31, 2004.

RP-733

REFUND OFFER

**\$1.00 - \$3.00 REFUND WITH THE
PURCHASE OF ANY
SYLVANIA
COMPACT FLUORESCENT
BULBS**

SEE REVERSE SIDE FOR DETAILS
RP-732