

Reaching the Multi-Family Market

Engaging Lighting Showrooms

*ENERGY STAR Lighting Partner Meeting
March 3, 2006*

Focus on Energy Targets

Target Markets

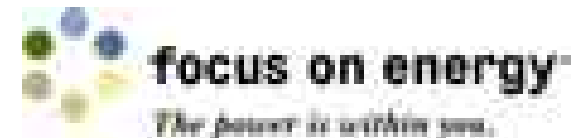
- Residential and Multi-Family
- New Construction

Target Partner

- Lighting Showroom
 - Floor space
 - Product availability



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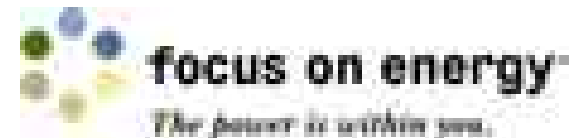


Focus on Energy Required...

- Sales staff training
 - Focus on Energy
 - Lighting manufacturer
- Product availability
- Dedicated showroom floor space to ENERGY STAR
- Display at builder model home

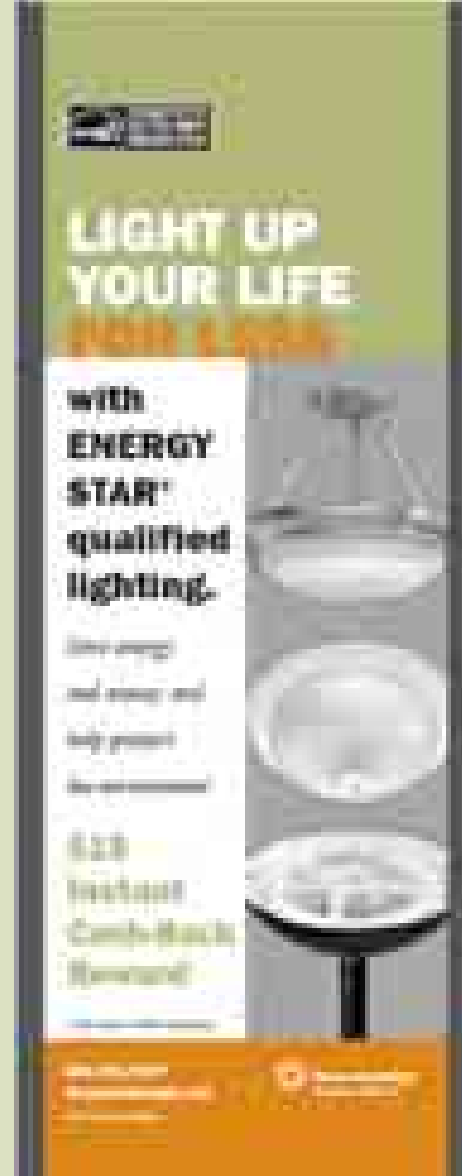


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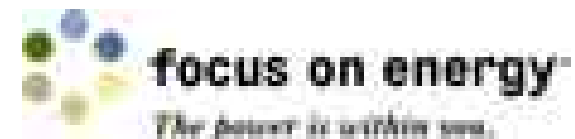


Focus on Energy Provided...

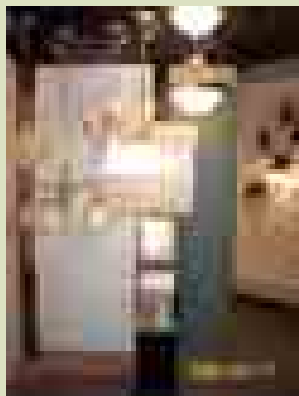
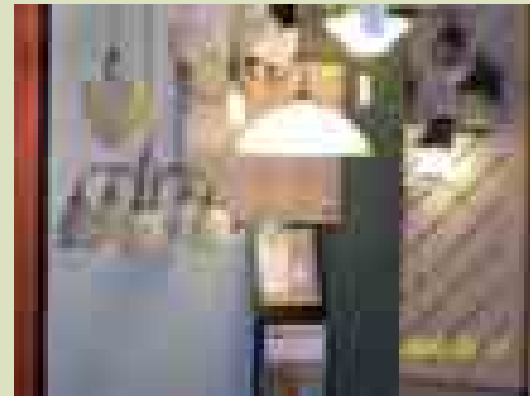
- Sales Spiff of \$10/fixture
- POP materials
- Training



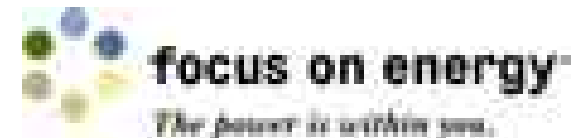
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ENERGY STAR Floor Display



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Results

- Ten-fold increase in fixture sales
- Sales staff reported spiff was key

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