



ENERGY STAR® APPLIANCE COLLABORATIVE

Bobbi Fey

Wisconsin Energy Conservation Corp.

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Appliance Collaborative

Core group of utility sponsors with a common goal.

Common Goals:

- Increase the market share of ENERGY STAR qualified appliances
- Leverage manufacturer support for programs (including financial support)
- Collective group of utilities promoting the same products over the same time frame
- Increase consumer awareness
- Attract media attention



Collaborative Members

- Northwest Energy Efficiency Alliance
- Nevada Power
- Sierra Pacific
- Fort Collins, Colorado
- Sacramento Municipal Utility District
- Lompoc, California
- Lodi, California
- Palo Alto, California
- Wisconsin Focus on Energy
- Midwest Energy Efficiency Alliance
- Austin, Texas
- Longmont, Colorado
- Northeast Energy Efficiency Partnership



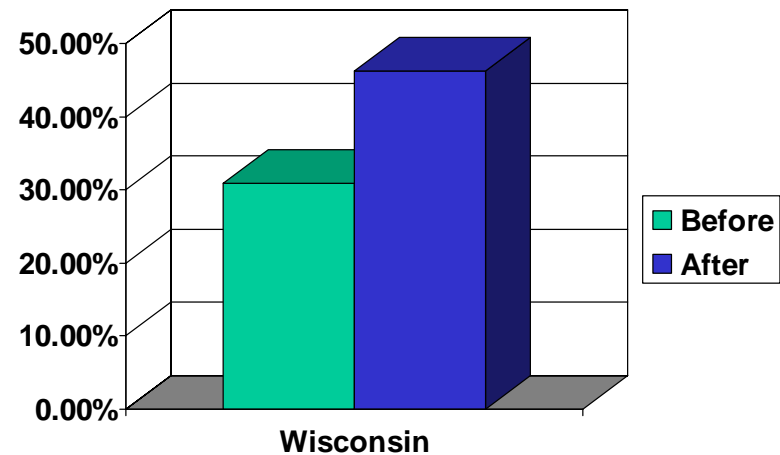
Benefits of the collaborative approach

- Promote a common message theme across all retail markets
- Increases market recognition for ENERGY STAR
- Leverage power of group versus individual utilities
- Small utilities, markets and programs get a voice
- Manufacturers have one primary contact to work with
- Manufacturers can better leverage and understand program resources and goals
- Collective group effort across large geographic area

Double Your Savings 2003

- 18 million households
- 8 Manufacturers
- 68,963 units rebated
- \$3.4 million Leveraged from manufactures
- 1,208,685 consumer impressions with \$45,979 of PR value (Wisconsin)

Market Share Increase in Wisconsin

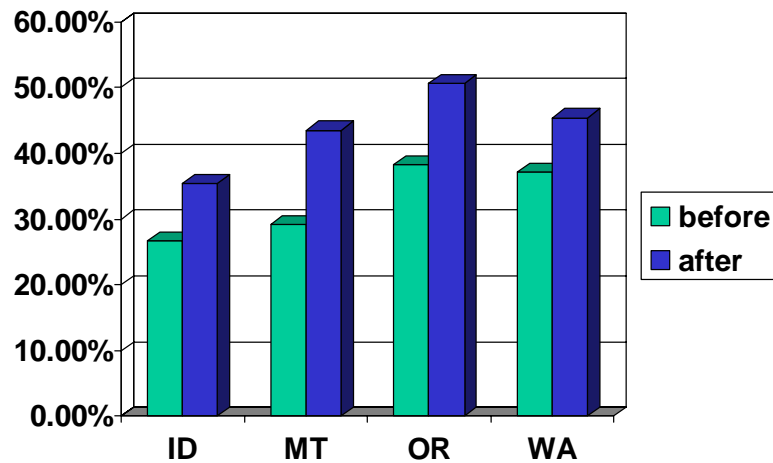




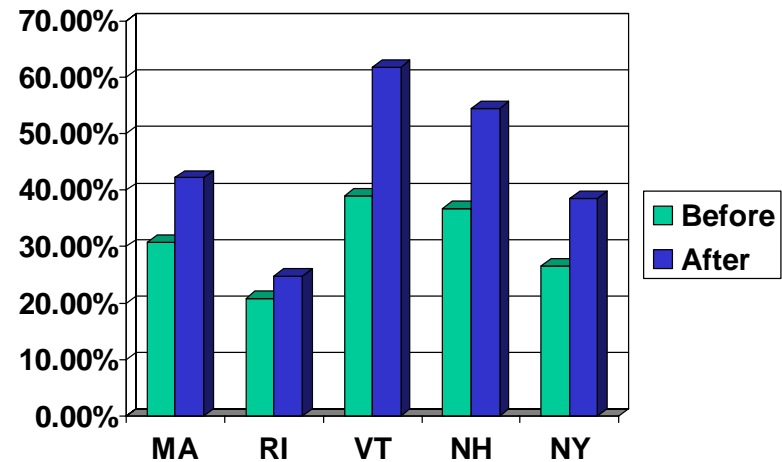
Double Your Savings 2003

Market Share Increase

Northwest



Northeast





ENERGY STAR Rewards 2004

Goals

- Build on success of 2003
- Allow more manufacturer differentiation
- More advanced planning and notice for the request for partnership
- Product differentiation with two tiered reward structure and manufacturer choice structure



2004 Program Results

- 23 million households
- 9 Manufacturers
- 8 sponsors implemented MEF tier
- 7 sponsors implemented Choice tier
- 43,479 units rebated to date
- Estimated manufacturer funds leveraged \$1.7 million
- To date, Wisconsin is at 126% of rebated product goal.
- Overall, sponsors are at 101% of the rebated product goal.



What's Next?

- Build on relationships developed over past two years
- Strengthening the national and regional message
- Consider manufacturer and retailer driven promotions
 - Manufacturer differentiation
 - Regional flexibility to include other products, meet regulatory requirements, etc
 - Try to ensure programs fit with manufacturer business models and promotional plans



What's Next?

- Integrated planning with manufacturer and utility sponsors
- Look for feedback from manufacturer partners on new or innovative approaches to expanding ENERGY STAR in the marketplace



Contact Information

Bobbi Fey, Wisconsin Energy Conservation Corp

Email: bobbif@weccusa.org

Phone: 608-249-9322 extension 140