

LIGHTING PARTNERS MEETING

APRIL 27, 2004, AUSTIN, TX



ENERGY STAR

ENERGY STAR *Advanced Lighting Package:* *Building Upon* *ENERGY STAR Labeled Homes*

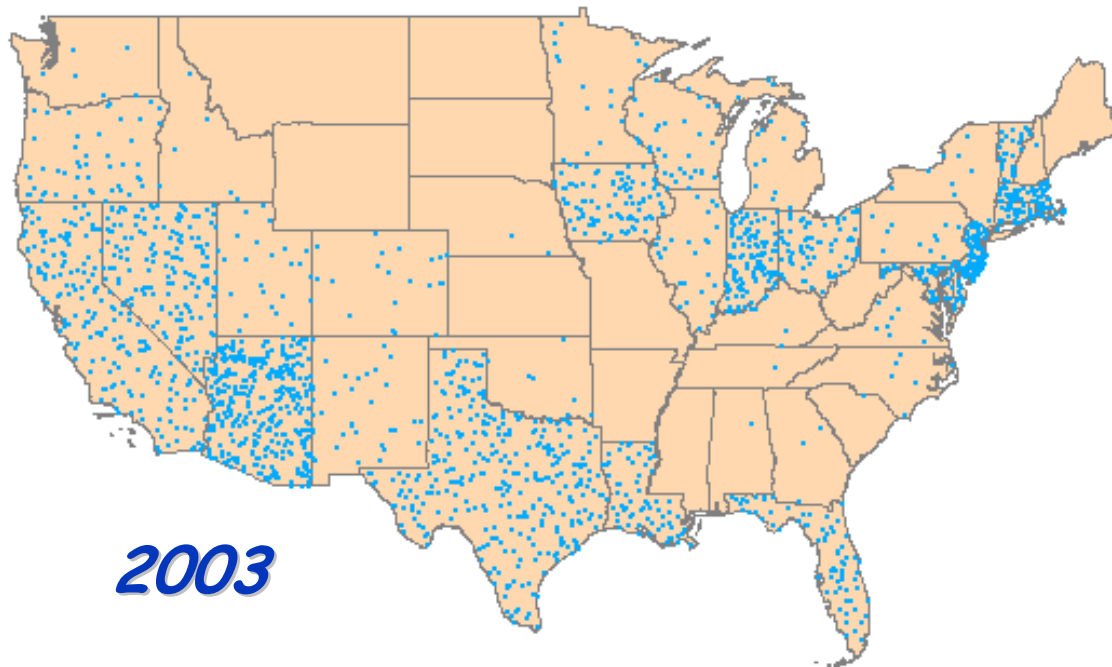
Sam Rashkin, R.A.

National Director, ENERGY STAR for Homes

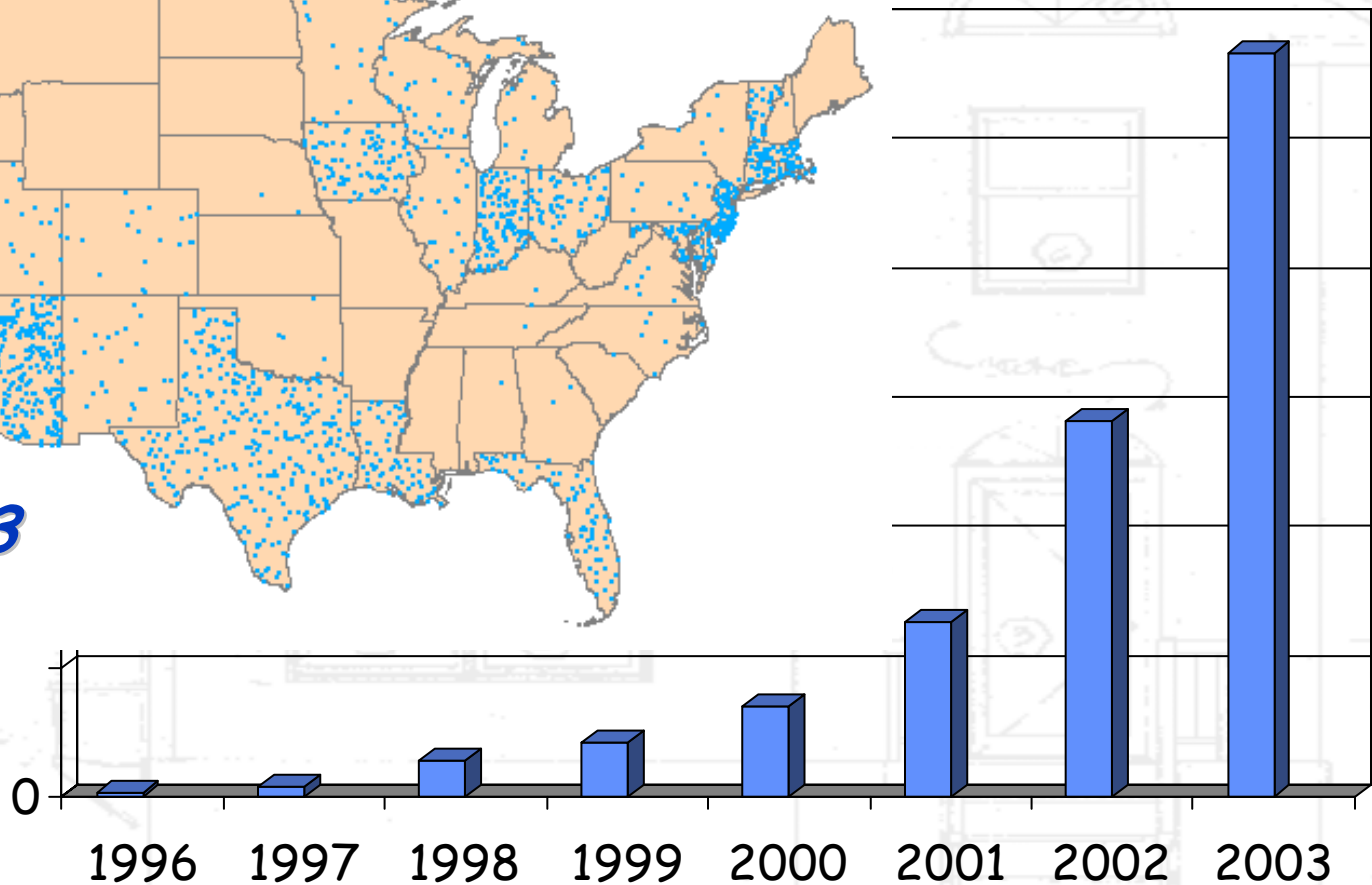
ENERGY STAR FOR HOMES GROWTH



Each dot = 50 labeled homes



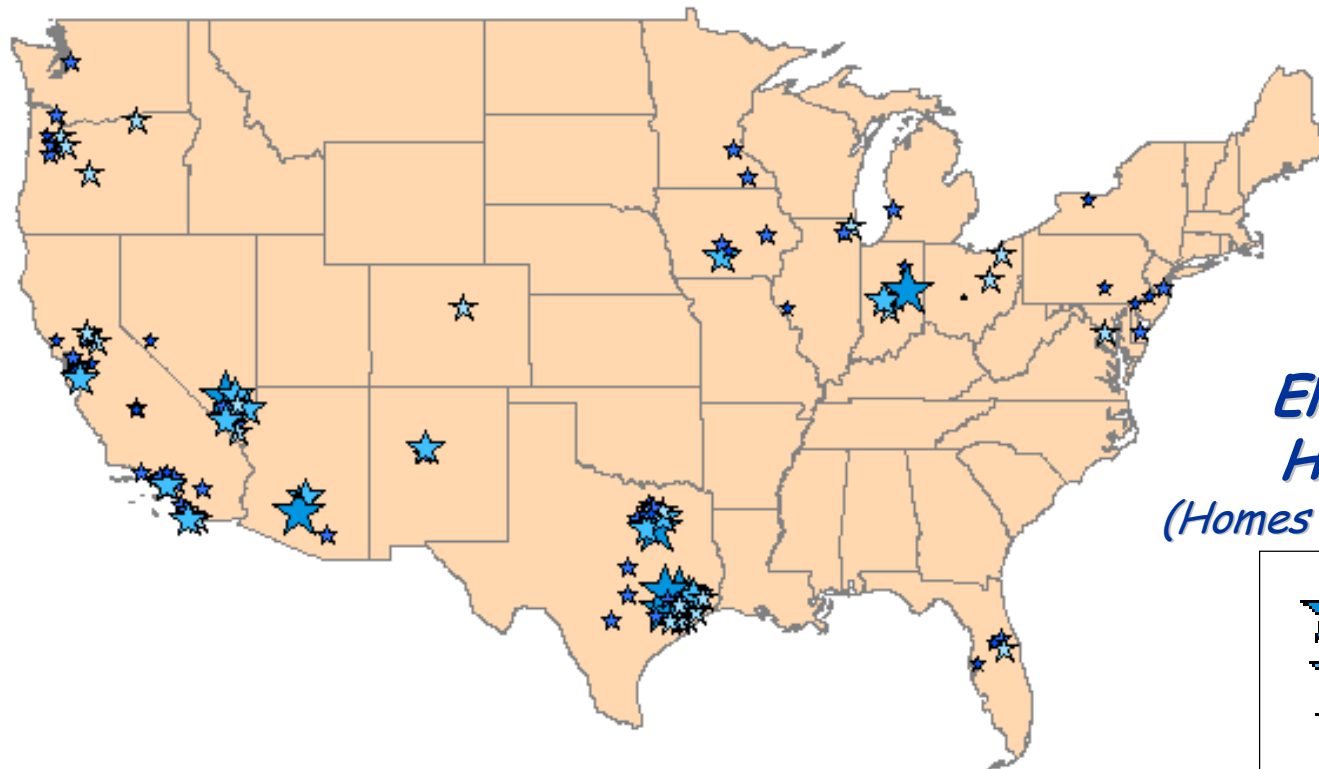
2003



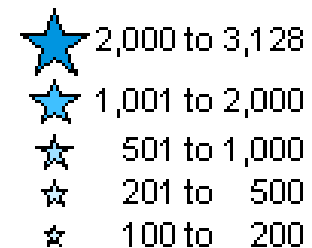
ENERGY STAR FOR HOMES LARGE BUILDERS LAST 4 QUARTERS



*~5% of builder partners built more than 80% of
ENERGY STAR labeled homes last 4 quarters*



*Location of
ENERGY STAR
Home Builders
(Homes Built Past 4 Quarters)*



ENERGY STAR FOR HOMES METRICS



- *250,000+ Labeled Homes Cum.*
- *~20-40% Market Penetration*
- *Emerging Markets*
- *Large Builders*

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) TECHNICAL SPECIFICATION



<i>Category</i>	<i>% ENERGY STAR Fixtures</i>
<u>High-Use Rooms</u> Kitchen, Dining Room, Living Room, Family Room, Bathrooms, Halls, Stairways	50%
<u>Medium-Use Rooms</u> Bedrooms, Den, Office, Basement, Laundry Room, Garage, Closets, and all other rooms	25%
<u>Outdoor Lighting</u> Affixed to Home, Free-standing Poles excluding landscape and solar lighting	50%
<u>Ceiling Fans</u> [Where Provided]	100%

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) COMMITMENT SPECIFICATION



- ***Reasonable Mark-up***
- ***Sales Agent Commitment***
- ***Provide EPA Results***
- ***Don't Confuse Buyers***

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) BUILDER VERIFICATION FORM



ENERGY STAR Advanced Lighting Package (ALP): Builder Verification Form

Builder Name:	<i>Quality Homes</i>	
Home Address:	<i>123 Main St. Old Town, VA</i>	
Date:	<i>April 22, 2004</i>	I attest the lighting fixtures at address above meet Environmental Protection Agency guidelines for ALP:
Builder Inspector:	Name: <i>Sam Rashkin</i>	
	Signature <i>Sam Rashkin</i>	

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) WHY NOW?



- *Builders asking for 'More'*
- *Cost Effectiveness*
- *Lighting Technology is Ready:*



ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP)
KEY MARKETING MESSAGE #1:



Why Throw Away Money?

*Each incandescent light fixture
is like throwing away*

\$50 - \$100



ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP)
KEY MARKETING MESSAGE #2:



Put Away the Ladder!

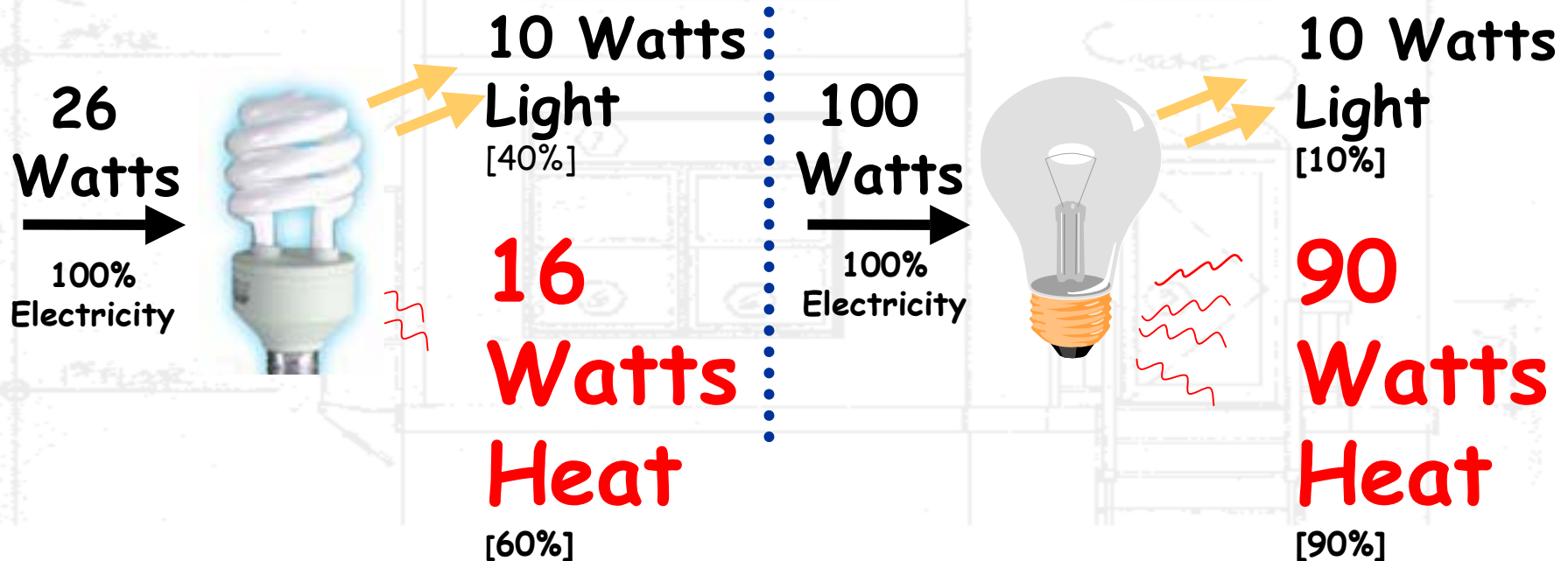
***Bulbs changed once every seven years
compared to annual ladder-climb***



ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP)
KEY MARKETING MESSAGE #3:



It's Silly to Heat While Cooling
~80% less heat

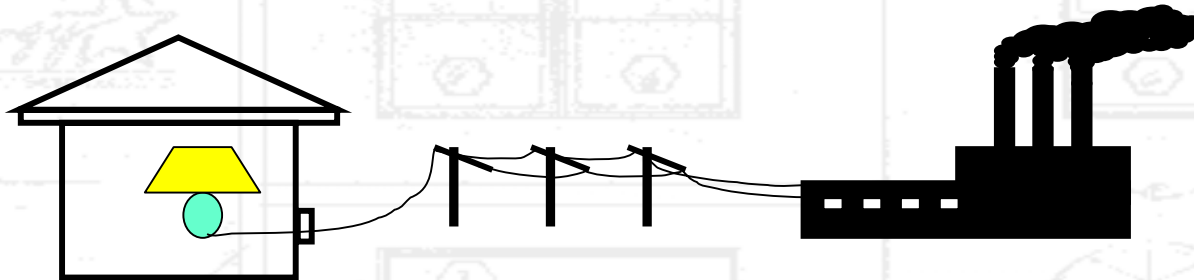


ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP)
KEY MARKETING MESSAGE #4:



Change for the Better!

- ***Avoid Burning Fossil Fuels***



- ***One Room in Every U.S. Household
= 8 Million Cars Off the Road***

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP)
KEY MARKETING MESSAGE SUMMARY:



***We can do a lot better than
100-year old technology:***

- ***Cost***
- ***Durability***
- ***Comfort***
- ***Environment***

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) SELLING TO PRODUCTION BUILDERS



- *Sales calls with suppliers*
- *Looking for a few good men*
- *Nurture early partners*
- *Build on early successes*

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) SALES MESSAGES TO BUILDERS




- *Feature advanced technology*
- *Increase revenues, lower cost*
- *Improve models*
 - *Cooler*
 - *No burnt out bulbs*


ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) NURTURING PARTNERS



- *Marketing Materials*
- *Sales Training*
- *Manufacturer Equipped Models*
- *Manufacturer On-Site Displays*


**O.A. GARR Co.**
Inc.
Central Oklahoma Premier Home Builder

O. A. Garr Company offers ENERGY STAR® qualified lighting that provides better light while using 2/3 less energy than standard incandescent lighting.



High quality products

- ENERGY STAR qualified fixtures give off the same amount of light as incandescent or halogen lighting, while providing a true and natural color without any flicker, hum, or buzz.
- Each ENERGY STAR fixture model is tested and meets strict specifications for energy efficiency and quality, and carries a 2-year warranty, double the industry standard.



More money to spend elsewhere

- ENERGY STAR qualified lighting operates more efficiently than standard lighting and uses 2/3 less energy. Your electricity bills are reduced and you have extra cash in your pocket each month.
- By replacing only the five most frequently used light fixtures you can save more than \$60 per year (savings will vary based on electricity rates and typical use).


Less heat, more comfort

- ENERGY STAR lighting products generate about 70 percent less heat than incandescent lighting, which means they are cooler to the touch, more comfortable, and help reduce home cooling costs.
- Did you know incandescent bulbs turn 90% of the energy they use into heat and only 10% into light? ENERGY STAR qualified fixtures turn 40% of the energy into light and only 60% into heat.

www.oagarr.com

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the Department of Energy.

www.energystar.gov

**CHANGE FOR THE
BETTER WITH
ENERGY STAR**

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) EARLY PARTNERS

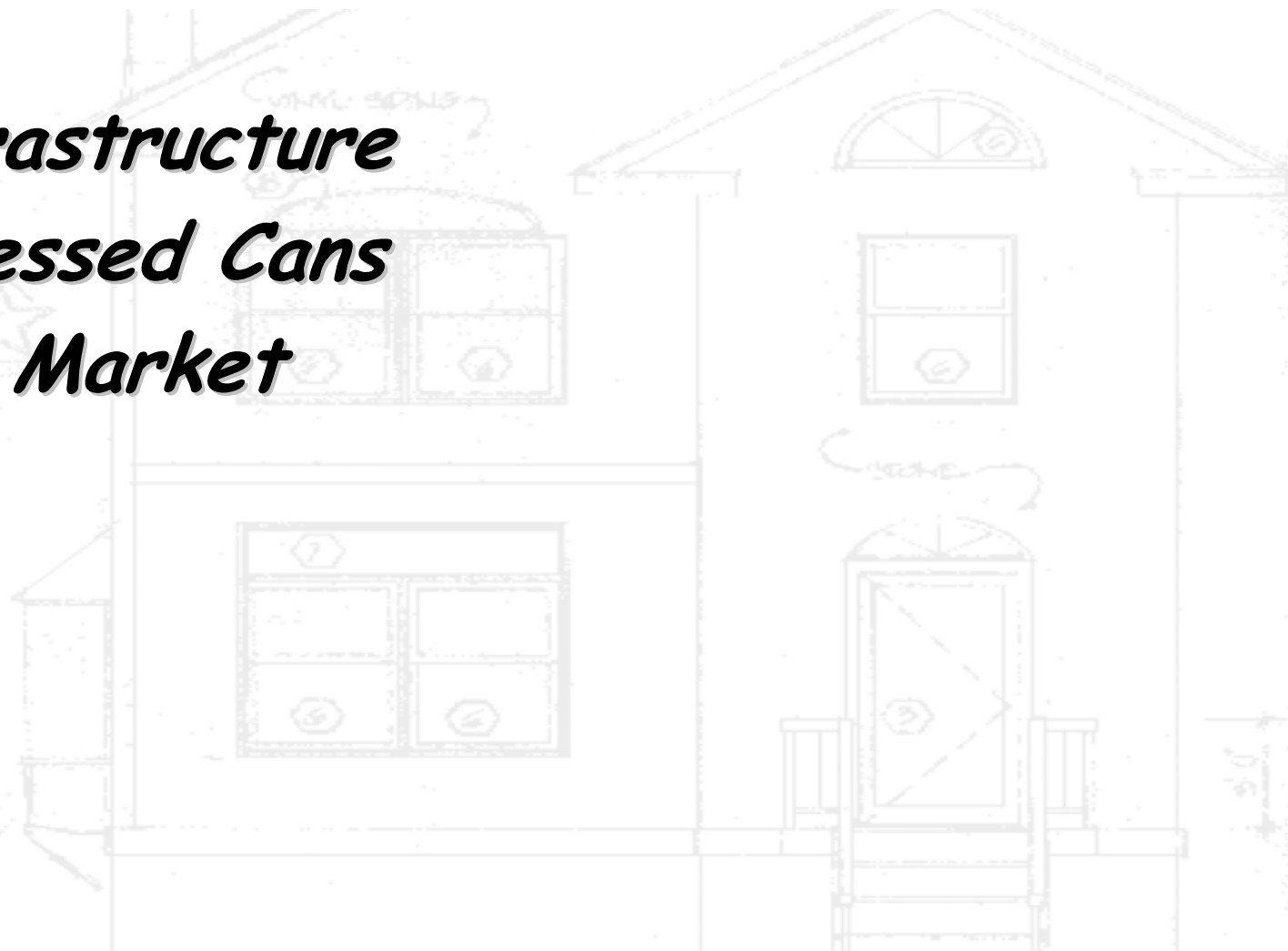


- ***DR Horton***
Sacramento
- ***David Weekly***
Houston
- ***Design Tech***
Houston
- ***Americas Homes***
Orlando

ENERGY STAR ADVANCED LIGHTING PACKAGE (ALP) CHALLENGES



- *Infrastructure*
- *Recessed Cans*
- *Hot Market*



HOW TO REACH ENERGY STAR



On the Web at:
<http://www.energystar.gov/homes>