FREEZER ENERGY STAR PROGRAM

EFFECTIVE DATE CHANGE FOR REFRIGERATOR

MAY 21, 2013
Model C actually uses 13% less energy than Model A and 26% less than Model B.

Capacity: 24 Cubic Feet
Product Price: $$$$

Capacity: 25 Cubic Feet
Product Price: $$$

Capacity: 25 Cubic Feet
Product Price: $$$

2014 ENERGY STAR®-qualified
Model C

Meets 2001 DOE Standard
Model B (Redesigned Model A)

Prior ENERGY STAR Model
Model A

Bottom Mount R/F Example

Consumer Confusion Between Mar 1 and Sep 15:
Model C actually uses 15% less energy than Model A, and 32% less than model B.

Capacity: 25 Cubic Feet

Product Price: $$$

---

Capacity: 25 Cubic Feet

Product Price: $62

---

Capacity: 25 Cubic Feet

Product Price: $565

---

Capacity: 25 Cubic Feet

Product Price: $452

---

Energy Star Qualified

Model C

Meets 2001 DOE Standard

Model B (Redesigned Model A)

Prior Energy Star Model

Top Mount R/F Example

Consumer Confusion Between Mar 1 and Sept 15
Model C actually uses 17% less energy than Model A, and 34% less than model B.

- **Capacity**: 24 Cubic Feet
  - **Product Price**: $$$

- **Capacity**: 25 Cubic Feet
  - **Product Price**: $$

- **Capacity**: 25 Cubic Feet
  - **Product Price**: $$

---

ENERGYGUIDE

2014 ENERGY STAR Qualified

Model C

Meets 2001 DOE Standard

Model B (Redesigned Model A)

Prior Energy Star Model

CONSUMER CONFUSION BETWEEN MAR 1 AND SEP 15.

SIDE MOUNT R/F EXAMPLE
NET ENERGY IMPACT OF MARCH EFFECTIVE DATE
<table>
<thead>
<tr>
<th>(KWh) Energy Gain</th>
<th>10% Redesigned</th>
<th>25% Redesigned</th>
<th>50% Redesigned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>322M</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>804M</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1,600M</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Does not include any energy gains from consumer consolidation.

### Energy Gain

- **(KWh)**
  - Difference between current and Federal minimum at [30% of 6 month period] * [40% of models that will be discontinued] * [Energy period] * [2 for 6 month]

### Recalculated Performance

<table>
<thead>
<tr>
<th>(KWh) Lifetime Saving - (KWh) Energy</th>
<th>25% ENERGY STAR Penetration in March</th>
<th>15% ENERGY STAR Penetration in March</th>
<th>5% ENERGY STAR Penetration in March</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>976M</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>367M</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>0</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Energy * 14.5 years, for 15 year life.*

* Energy difference between current and ES2014 + *annual penetration level during the first year + *average of 6 month period + * of annual shipments between ES and ES2014 to achieve

---

**NET ENERGY IMPACT CALCULATION**
Waste for Manufacturers and Trade at Least $7M

MANUFACTURER AND TRADE BURDEN
Any Consumer/energy efficiency benefit

Million Milllion Dollar Increase in Burden to Manufacturers and Retail Overwhelm

Net Increase in Average Energy Costs Possible for Consumers

Net Increase in Energy Consumption Possible on the Grid

STAR Brand

Significant Consumer/Label Confusion in Retail and Potential Damage to ENERGY

SUMMARY - REAL IMPACT OF MARCH EFFECTIVE DATE