



# \$2 MAIL-IN CASH-BACK REWARD

*per bulb*

Expires 6/30/07. Reward on ENERGY STAR® qualified single pack bulbs and select multi-packs. Limit 12 bulbs per customer. Valid for Wisconsin customers of participating utilities only. Customers of some Wisconsin municipal and cooperative utilities may not be eligible. See enclosed list of participating utilities or call 800.762.7077 for details.

### To receive your

### Cash-Back Reward:

1. Purchase up to 12 ENERGY STAR® qualified bulbs.
2. Cut out the UPC code and ENERGY STAR logo from each bulb box and attach it to this completed form, along with a copy of the cash register receipt with the purchase price(s) circled. (See front of coupon for example of ENERGY STAR logo.)

Mail to: **FOCUS ENERGY STAR Lighting**  
 C/O EFI Fulfillment Center  
 40 Washington St., Suite 2000  
 Westborough, MA 01581-1013

**Important Information:** This offer valid only to Wisconsin customers of participating electric utilities, and for a limited time. Customers of some Wisconsin municipal and cooperative utilities may not be eligible. See enclosed list of participating utilities. Offer is good while supplies last, and may not be combined with any other Wisconsin Focus on EnergySM offer. Offer expires 6/30/07. Limit 12 bulbs per customer. Offer valid on qualified single bulb packs and select multi-packs. Redeemable by mail only. Focus on Energy will provide \$2 Cash-Back on each ENERGY STAR qualified bulb purchased. The final price paid by the consumer after the mail-in Reward is received must be at least \$0.97 per bulb. Bulbs purchased for less than \$0.97 each after mail-in Reward (not including tax), will not receive the full \$2 Cash-Back Reward. Wisconsin Focus on Energy reserves the right to withdraw or change this offer without notice. Photocopies or facsimiles of this form are not acceptable. Cash-Back Rewards may not exceed purchase price. Rebated bulbs may not be used for resale. Ineligible rebates are subject to denial or repayment to program. Cash-Back Reward requests must be postmarked by 7/15/07. Call 800.762.7077 for other energysaving ideas.

**Utility List:** To be eligible for these Rewards, you must be a Wisconsin customer of a participating electric utility listed below. Adams-Columbia Electric Cooperative; Algoma Utilities; Alliant Energy (WI only); Argyle Utility; Barron Light & Water Utility; Belmont Municipal Light & Water Utility; Benton Electric & Water Utility; Black Earth Electric Utility; Bloomer Electric & Water Utility; Boscobel Utilities; Brodhead Water & Light; Cadott Light & Water Department; Cashton Municipal Light & Water Plant; Cedarburg Light & Water Utilities; Centuria Municipal Electric Utility; Columbus Water & Light; Consolidated Water Power Co.; Cornell Municipal Electric Utility; Cumberland Municipal Utility; Dahlberg Light & Power Co.; Eroy Electric & Water Utility; Evansville Water & Light Department; Gresham Municipal Water & Electric; Hartford Electric; Hazel Green Light & Water Utility; Hustisford Utilities; Jefferson Utilities; Juneau Utilities; Kaukauna Utilities; Kiel Utilities; La Farge Municipal Utilities; Lake Mills Light & Water; Lodi Utilities; Madison Gas & Electric; Manitowoc Public Utilities; Marshfield Utilities; Mazomanie Electric Utility; Medford Electric Utility; Menasha Utilities; Mount Horeb Utilities; Muscoda Utilities; New Glarus Light & Water; New Holstein Utilities; New Lisbon Municipal Light & Water; New Richmond Utilities; North Central Power Co.; Northwestern Wisconsin Electric Co.; Oakdale Electric Cooperative; Oconomowoc Utilities; Oconto Electric Cooperative; Oconto Falls Municipal Utilities; Pardeeville Public Utilities; Pioneer Power & Light Co.; Plymouth Utilities; Prairie du Sac Utilities; Princeton Light & Water Department; Reedsburg Utility Commission; Rice Lake Utilities; Richland Center Municipal Utility; River Falls Municipal Utility; Rock County Electric Cooperative; Sauk City Utilities; Shawano Municipal Utilities; Sheboygan Falls Utilities; Shullsburg Municipal Electric Utility; Slinger Utilities; Spooner Municipal Utilities; Stoutton Utilities; Stratford Water & Electric Utility; Sturgeon Bay Utilities; Sun Prairie Water & Light Commission; Superior Water, Light & Power Co.; Trempealeau Municipal Utility; Two Rivers Water & Light; Viola Municipal Electric Utility; Waterloo Water & Light; Waunakee Utilities; Waupun Utilities; We Energies (formerly WI Elec; WI Gas); Westby Electric & Water Utility; Westfield Milling & Electric Light Company; Whitehall Electric Utility; Wisconsin Dells Water & Light Utilities; Wisconsin Public Service Corp.; Wisconsin Rapids Water Works & Lighting Commission; Woneoc Municipal Water & Light Department; Xcel Energy (WI only).

My electric utility company is \_\_\_\_\_

Customer name \_\_\_\_\_

Street address \_\_\_\_\_

City/Town, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Name of store where purchased \_\_\_\_\_

City, State \_\_\_\_\_

Check **the one** box that best reflects where this/these bulb(s) will be used:

- Farm     Apt/Condo Building (4+ units)     Business     Single-Family Home (1-3 units)

### Please fill in the quantity, manufacturer, and model of the bulb(s) purchased:

Quantity	Manufacturer	Model
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total number of bulbs purchased \_\_\_\_\_

x \$2 = **Total Reward** \_\_\_\_\_

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I am providing the requested information solely to be eligible to participate in this program and request that the personal information supplied by me be treated as confidential to the maximum extent possible.

Signature \_\_\_\_\_

Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin.  
**800.762.7077 focusonenergy.com**

