

..... **for immediate release**

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CFLs Offer Residents A Simple Way To Lower Their Utility Bills

- With a twist of ENERGY STAR[®] qualified compact fluorescent light bulbs residents can save energy and money -

MADISON, Wis. (September 20, 2006) – There are more than 2.1 million households in Wisconsin and homeowners spend almost \$456 million a year just to light them. Focus on Energy, the state’s energy efficiency and renewable energy initiative, has a very simple way for residents to cut those costs by as much as \$60 a year and it’s as easy as changing five light bulbs. If every household would make the change, Wisconsin would save more than \$130 million annually on utility bills.

Throughout its 2006 “Change a Light, Change Wisconsin” campaign, Focus on Energy is challenging residents to change out their five most frequently used light fixtures — or bulbs in them — with ENERGY STAR[®] qualified compact fluorescent light bulbs (CFLs). Focus on Energy suggests the five bulb changes be made in the kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp.

To make the switch easy, Focus is offering a \$2 instant Cash-Back Reward per bulb on purchases made from October 1 through November 30, 2006 or while supplies last. Qualified CFLs are being sold for as little as \$0.99 at select retail locations including ACE Hardware, Menards, Mills Fleet Farm, True Value Hardware, Do It Best and Shopko.

“Our ‘Change a Light, Change Wisconsin’ campaign continues to promote the benefits of saving energy and money by switching to energy efficient CFLs,” said Sara Van de Grift, ENERGY STAR Products Program manager.

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“It is just one way residents can look to the ENERGY STAR to save energy and money in their homes. With energy costs continuing to rise it is more important now than it has ever been for residents to take our challenge and change out the five most used lights in their homes.”

How Wisconsin Households Can Make a Difference

ENERGY STAR qualified CFLs use up to 75 percent less energy than standard incandescent light bulbs, but that’s only the beginning of the savings. They also last up to 10 times longer than their standard counterparts, and lighting products that earn the ENERGY STAR offer extra safety and convenience features too. CFLs, for instance, generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to touch and less of a fire hazard. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and yard.

“The quickest, simplest way for residents to make an immediate impact on their energy bills and on Wisconsin’s overall environment is by going to a participating retailer and purchasing CFLs for their homes and businesses,” said Kimberly Walker, administrator of the Wisconsin Division of Energy. “There are sound environmental and economic benefits to making the switch and the more people that take our challenge and switch the five most used bulbs in their homes and businesses, the better off Wisconsin will be for future generations.”

Focus on Energy calculated that if every Wisconsin household replaced five incandescent bulbs with five qualified CFLs:

- Wisconsin’s energy bills would be reduced by \$541,384,015 over the 10-year lifetime of the bulbs
- 717,064,920 kilowatt-hours (kWh) of energy would be saved each year – enough to power 71,706 Wisconsin homes
- The annual environmental impact would be the equivalent of removing 115,806 cars from the road
- 860,478 tons of the greenhouse gas carbon dioxide would not be released into the atmosphere over the bulb’s lifetime – the equivalent of saving 358,532 tons of coal from being burned to generate electricity

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It Starts Now

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help protect the environment for future generations.

For more information about the "Change a Light, Change Wisconsin" campaign, or to find the locations of area retailers participating in the program, call Focus on Energy at 800.762.7077 or visit focusonenergy.com.

About Focus on Energy

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. Since July 2001, the program has helped Wisconsin's businesses and residents cut their annual utility bills by more than \$98 million – reducing their energy consumption by more than 811 million kilowatt-hours and more than 40 million therms of natural gas. For more information, call 800.762.7077 or visit focusonenergy.com.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses.

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