

..... **buying guide**

Media Contacts: Rebecca Ehlers / Tim Wirtz
Hoffman York
414.225.9568 / 414.225.9522
rehlers@hyc.com
twirtz@hyc.com

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Facts About ENERGY STAR® Qualified Electronics

Home electronic products that have earned the ENERGY STAR have all the bells and whistles you are looking for in a fabulous gift with the added feature of energy saving technology. In other words, giving the gift of ENERGY STAR qualified electronics means giving the gift of a cleaner environment for future generations.

Here are a few examples for those on your holiday shopping list.



Television

- ENERGY STAR qualified TVs use about 30 percent less energy than standard units.
- You can find the ENERGY STAR on everything from standard TVs, to HD-ready TVs, to the largest flat-screen plasma TVs.



DVD Players

- Americans spend more money powering DVD players when turned off than when actually in use.
- When they're off, ENERGY STAR qualified DVD products use as little as 25 percent of the energy used by standard models.
- If all DVD sales carried the ENERGY STAR, the amount of air pollution would be reduced by six billion pounds – the same as taking 75,000 cars off the road.
- ENERGY STAR qualified DVD players come with all the latest features, including progressive scan.

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Cordless Telephones/Answering Machines

- Cordless phones, answering machines and combination units that have earned the ENERGY STAR use about one-third less energy than conventional units.
- If all cordless phones, answering machines and combination units sold in the U.S. this year were ENERGY STAR qualified, more than 650 million pounds of air pollution would be prevented – the equivalent of taking more than 7,000 cars off the road.
- ENERGY STAR qualified cordless phones, answering machines and combination units use less energy by incorporating improved energy performance features such as switch-mode power supplies and “smart” chargers.



Computers

- An ENERGY STAR qualified computer uses 70 percent less electricity than computers without low-power sleep mode. A simple touch of the mouse or keyboard "wakes" the ENERGY STAR qualified computer and monitor in seconds.
- Because most computer equipment is left on 24 hours a day, power management features like the sleep mode are important for saving energy and are an easy way to reduce air pollution.
- Over its lifetime, ENERGY STAR qualified equipment in a single home office (e.g., computer, monitor, printer and fax) can save enough electricity to light an entire home for more than four years.

For more information about ENERGY STAR qualified products, 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 \$129 million – reducing their energy consumption by more than 931 million kilowatt-hours of electricity and more than 47 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.