

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

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Energy Efficiency – The Gift that Keeps on Giving
-ENERGY STAR[®] qualified electronics mean savings for years to come-

MADISON, Wis. (November 16, 2006) – As the holiday season approaches, the quest to find the perfect gift begins and televisions, DVD players, stereos and other consumer electronic products are at the top of many people’s wish lists. Focus on Energy, Wisconsin’s statewide energy efficiency and renewable energy initiative, wants shoppers to know that giving the gift of ENERGY STAR qualified electronics means lower utility costs for the recipient and a better future for Wisconsin’s environment.

The Focus on Energy Program suggests that, when purchasing those electronics, shoppers look for models that carry the ENERGY STAR because it’s the easiest way for consumers to identify the most energy efficient products available.

“Like any holiday season, shoppers are looking to purchase gifts this year that family and friends have asked for,” said Sara Van de Grift, ENERGY STAR Product Program Manager for Focus on Energy. “By making the smart choice to invest in ENERGY STAR qualified electronics, shoppers are ensuring those closest to them are getting the gifts they desire while lowering energy consumption in Wisconsin.”

The ENERGY STAR has been put on products since 1992 and what makes these qualified products superior is their ability to operate on a fraction of the energy needed to run their standard model counterparts. This reduction in energy consumption results in lower utility bills and fewer negative impacts on Wisconsin’s air, water and land.

Home electronic products that have earned the ENERGY STAR include the latest innovations in technology, are manufactured by some of the best name brands in the world and cost the same as conventional models.

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With the average home consisting of two TVs, a DVD player and three telephones, it's no surprise Focus on Energy is estimating that by 2015, home electronics and small appliances will be responsible for more than 40 percent of all household electricity use. In fact, if every home in the U.S. replaced these products with ENERGY STAR qualified models, 20 billion pounds of greenhouse gas emissions would be prevented from being released into the atmosphere, which is the equivalent of taking more than 1.5 million cars off the road.

“ENERGY STAR qualified electronics protect the environment by using less energy than standard models and save money on energy costs,” said Van de Grift. “In this case the cliché is true; energy efficiency is the gift that keeps on giving.”

For more information about home electronic products, or other energy saving opportunities, 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.

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