

## **Memo**

To: Focus on Energy Participating Lighting Retailers  
From: Sara Van de Grift, ENERGY STAR Products Program Manager  
Re: Change In Lighting Reward Policy  
Date: July 28, 2003

The ENERGY STAR Products program continues to have tremendous success and most of that is due to our retail partners. You have helped us make noticeable progress towards an increased market presence for ENERGY STAR qualified products. As you all know, one of the primary goals of the ENERGY STAR Products Program is to generate a sustainable increase in the market for qualified CFLs. We are concerned that providing a rebate that allows customers to purchase qualified CFLs for less than \$.97 after rebate will damage their perception of the value of these products, which could be detrimental to program's long-term goals.

Effective August 1, 2003 retailers that participate in CFL **instant rebate** promotions sponsored by Focus on Energy through the ENERGY STAR Products program will not be reimbursed for instant rebates provided to customers on compact fluorescent lamps (CFLs) sold for less than \$.97 (not including tax) each after instant rebate.

In addition, Focus on Energy reserves the right to remove mail-in reward labels or reward forms from or not to label CFLs being sold for less than \$.97 after Focus on Energy's \$2 mail-in rebate. Instant and mail-in rebates cannot be used in conjunction with each other.

This change supersedes any existing or past program guidelines and pertains to all participating retailers.

The program does not intend to subsidize the give away of any ENERGY STAR qualified products and will continue to make adjustments to reward levels and reimbursement levels to ensure the integrity and the value of the ENERGY STAR label for all consumers in the state of Wisconsin.

If you have any questions please call either Matt Kok at 608.249.9322 ext 230 or I at 608.249.9322 ext 160.