

NATURAL GAS POWER-VENTED WATER HEATER

- ENERGY FACTOR OF 0.64 TO 0.79 = \$50
- ENERGY FACTOR OF 0.80 OR GREATER = \$100*
- CONDENSING (THERMAL EFFICIENCY OF 90% OR GREATER) = \$150*

1. Customer must purchase natural gas from a participating natural gas utility to qualify for this reward.
 2. Qualified model must be a power vented natural gas unit. LP or oil water heaters are not eligible for equipment reward but may qualify for Fuel Conversion reward (see below).
 3. If you are replacing a natural or atmospherically vented water heater you may also qualify for the Flue Closure reward (see below).
 4. If you are replacing an electric water heater you may also qualify for the Fuel Conversion reward (see below).
- * Unit may also qualify for a Federal Tax Credit. Visit energystar.gov for details and requirements on those tax credits.

FLUE CLOSURE = \$75 Interior Capped and Caulked/Capped and Mortared OR Chimney Removed

1. Flue cannot be used by any other combustion appliances. A chimney liner installation does not qualify for this reward.
2. Customer must purchase natural gas from a participating natural gas utility to qualify for this reward.
3. Reward is only available to customers who purchase and install a water heater that qualifies for one of the Natural Gas Power-Vented Water Heater Cash-Back Rewards (see above). If the water heater does not qualify, the flue closure does not qualify.
4. Flue must be closed at time of water heater installation.
5. All interior openings must be properly sealed using metal plug and caulk or mortar. Complete protocol instructions may be found at by calling 888.509.3247, ext. 321 or at focusonenergy.com/hvac.

FUEL CONVERSION = \$250

1. Customer must purchase electricity from a participating electric utility to qualify for this reward.
2. Must install a water heater that meets power vent, and Energy Factor or Thermal Efficiency criteria.
3. Documentation of conversion is required (Brand Name and Model Number of old, electric water heater).
4. May be combined with Natural Gas Power-Vented Water Heater reward (see above).

ELECTRIC WATER HEATER WITH ENERGY FACTOR OF 0.93 OR GREATER = \$50

1. Reward is limited to customers who **do not have natural gas service available** in their area. *Focus on Energy will verify that natural gas service is not available before reward is processed.*
2. Customer must purchase electricity from a participating electric utility to qualify for this reward.
3. Must be a tank-type water heater. Electric tankless units are not eligible.

\$

TOTAL REWARD

HOW TO APPLY FOR YOUR CASH-BACK REWARD

1. Purchase and install qualifying equipment between January 1, 2009 and December 31, 2009.
2. Mail both pages of the **completed application** and a **copy of invoice or sales receipt** to:

Focus on Energy; c/o EFI Fulfillment Center; 40 Washington Street, Suite 200; Westborough, MA 01581-1013

- Keep a copy of this application and the invoice for your records.
- For questions regarding this form, please call 800.762.7077.
- Allow six to eight weeks for processing. To check the status of your reward, call 800.456.5983.
- A Focus on Energy Representative may contact you to schedule a visit to verify equipment was installed.

ELIGIBILITY

1. Incentives are available to qualifying Wisconsin residential customers of participating utilities. For list of participating utilities call 800.762.7077 or visit focusonenergy.com/waterheaters.
2. Equipment eligibility is verified through AHRI Directory of Certified Efficiency Ratings Product Performance (www.ahridirectory.org) and other reliable sources. Qualifying equipment can be found at focusonenergy.com/waterheaters or by calling 800.762.7077.
3. Energy Factor is the overall efficiency of the water heater. Recovery Efficiency rating may NOT be substituted for Energy Factor. For questions call 888.509.3247, ext. 321.
4. All equipment must be new; used or rebuilt equipment is not eligible for an incentive. Equipment must be installed prior to submitting the application form.
5. Installed unit must be whole-house units used for domestic hot water. Point-of-use units are not eligible.
6. A signed reward form and a copy of the paid invoice must be delivered within 30 days of installation.
7. Invoice submitted must include manufacturers' make and model number, sales receipt must include SKU#.
8. Focus on Energy reserves the right to publicize your participation in this program, unless you specifically request otherwise in writing.
9. Customers or allies may not use the Focus on Energy name or logo in any marketing, advertising, or promotional material without prior written permission.
10. Rewards are only payable to the customer or the parent company; incentives cannot be reassigned to any other parties.
11. *Disclaimers:* Focus on Energy:
 - a. Does not endorse any particular manufacturer, product or system design by offering these incentives
 - b. Is not responsible for any tax liability imposed on the customer as a result of the payment of incentives
 - c. Does not expressly or implicitly warrant the performance of installed equipment (contact your contractor for detailed equipment warranties)
 - d. Is not responsible for the proper disposal/recycling of any waste generated as a result of this project
 - e. Is not liable for any damage caused by the operation or malfunction of the installed equipment
12. Focus on Energy reserves the right to change or discontinue this program at any time. The acceptance of program applications is determined solely by Focus on Energy.
13. Focus on Energy reserves the right to refuse payment and participation if the customer or contractor violates program rules and procedures.
14. Customers who receive a reward from Water Heating Program cannot receive the same reward through other Focus on Energy programs.