



Saving energy for Maine

Program of the Maine Public Utilities Commission

For Immediate Release

For more information, contact:

Nicole Clegg (207) 287-8519

Linda Frechette (207) 846-3714

**Maine PUC Announces Changes to Streamline Efficiency Maine
Business Program**

Augusta, Maine (January 30, 2007) -- Since 2003, the Efficiency Maine Business Program of the Maine Public Utilities Commission (PUC) has been working with companies and organizations throughout the state to encourage the efficient use of electricity. Cash incentives and free technical advice are available to businesses of all sizes to lower electricity usage and costs.

To date, over 980 businesses have participated in the Efficiency Maine Business Program, reducing the state's electricity usage by 56 million kWh annually, and saving Maine businesses approximately \$8,400,000 each year. The lowered usage translates to a yearly reduction of 36,339 tons of carbon pollution from the power plants that supply the New England grid.

Each year the overall program and application process are reviewed for effectiveness. This year, changes designed to simplify and streamline the pre-approval and application process will take place starting February 1.

According to David Kyle, program manager, the new program changes have been prompted in part by the maturity of the program from its launch four years ago to a different level of business needs today. Feedback received from participants and the statewide network of 'Program Allies' – contractors who have volunteered to promote the program to their customers – has also prompted improvements.

“As new technologies become available, prices change and the market moves, adjustments must be made to encourage adoption of the best technologies while making the most efficient use of available incentive funds,” explained Kyle.

Starting on February 1, the following changes will take effect:

- New (cash) incentives will be available for common refrigeration measures.
- Program application requirements and forms will be streamlined to minimize paperwork.
- Pre-approval will no longer be required for qualifying lighting or refrigeration purchases with incentives under \$1,000.
- Farm equipment, and all purchases of NEMA Premium® high efficiency motors will no longer require pre approval. However, Efficiency Maine field staff will still be available to review projects in advance at the customer’s request.

Efficiency Maine program representatives are available to talk with businesses and associations about how the program works, to conduct training sessions and participate in industry trade shows.

Efficiency Maine is a statewide effort to promote the more efficient use of electricity, help Maine businesses and residents reduce energy costs, and improve Maine’s environment. Efficiency Maine is funded by electricity consumers and administered by the Maine Public Utilities Commission.

Information about the program, qualifying equipment and how to apply is available by calling toll-free, 1-866-376-2463 or online at www.energymaine.com.

###