



Press Release

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Marden's Discount Stores Find Efficiency Maine Program A Real Bargain

Augusta, Maine (November 10, 2004) Marden's Discount is known for being a bargain hunter's haven. The owners of Marden's Discount are bargain hunters themselves and are always considering ways to reduce their operating costs. Recently they have been looking at energy costs in all their locations across the state, which includes 13 stores and three warehouses.

Through the Efficiency Maine Program, Marden's purchased new, high efficiency HVAC units for the Ellsworth store and received a \$10,090 cash incentive. Brewer-based Airotherm, Inc., an Efficiency Maine Program Ally, was the contractor that installed the project in accordance with Program's guidelines.

Marden's Discount made energy efficient upgrades at two of its other retail stores as well. In Biddeford, a lighting installation resulted in a \$4,590 cash incentive and Marden's received a \$35,320 cash incentive check for completing a major lighting renovation involving 1,200 fixtures at its two Calais locations. These projects brought the retailer's total of Efficiency Maine cash incentives to \$50,000 for the year.

Administered by the Maine Public Utilities Commission, the Efficiency Maine Business Program provides up to \$50,000 per Maine business, per calendar year, to subsidize installation of energy efficient equipment. This represents an increase in the amount available for small businesses – those with fewer than 50 full-time equivalent employees – without reducing the amount for larger businesses.

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“In our business, margins are very tight, and we have to keep rent and operating costs low. Any energy savings we can achieve goes right to the bottom line,” remarked General Manager Paul LePage. “We look at each project from the return on investment. The ones with the highest return receive priority. With the cash incentives from Efficiency Maine, we can get some enhanced returns.”

Applicants that are eligible now include all Maine businesses; nonprofit organizations; public and private schools, grades K-12 as well as colleges; local and county governments; farms; water and wastewater facilities; and quasi-government and other regional systems.

Qualifying equipment for all eligible organizations includes lighting, HVAC systems, compressed air, refrigeration, NEMA® Premium motors, and daylight dimming systems. Small businesses and existing schools are eligible for incentives on additional equipment such as VendingMisers®, exit signs, motion sensors, certain additional lighting products and programmable thermostats. For a complete list, visit the Web site at www.energymaine.com, or call toll free 866- 376-2463.

Efficiency Maine Business Program is one of several programs offered by Efficiency Maine, a statewide effort to promote efficient electric use, help lower overall electricity costs for Maine ratepayers, and improve Maine’s environment. Efficiency Maine is funded by electricity consumers and administered by the Maine Public Utilities Commission.