

News Release



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Savings from Lighting Program Could Provide Electricity for 753 Homes Retailer Reports Increase in Energy Efficient Lighting Sales

Augusta, MAINE (August 23, 2004) The Efficiency Maine ENERGY STAR® Residential Lighting Program has paid \$271,492 in rebates to Maine residents for purchasing energy efficient lighting products, since the program began in early 2003. More than 84,000 compact fluorescent lights (CFLs) are now lighting up indoor and outdoor lamps and fixtures throughout the state, providing savings to residents while enhancing the environment.

These CFL bulbs will save a total of 4,670,053-kilowatt hours, which equals a savings of \$560,406 for the Maine consumer. In simple terms, this savings translates to the electricity needs of 753 homes for a full year. In addition, saving these kilowatt-hours has kept 6,538,074 pounds of carbon dioxide per year out of the atmosphere, which is the equivalent of taking 2,079 cars off the road each year.

"I'm encouraged by the continued strong growth of this program," said Tom Welch, Chairman of the Public Utilities Commission, which has authority over Efficiency Maine. "The program reflects the success of two of our most important efficiency objectives: providing useful information to residential customers about how they can use electricity more efficiently and saving money for Maine consumers."

Retailers are seeing the popularity of ENERGY STAR CFLs increasing firsthand, based on repeat sales and customer feedback. Tom Gillis, manager of the Aubuchon Hardware store in Raymond, is a participating retailer in the Efficiency Maine Residential Lighting Program. Gillis remarked that Mainers are learning how CFLs illuminate space with efficient, warm light. "We used to sell about two dozen compact fluorescent lights a year, and now we sell two to three dozen a weekend," declared Manager Gillis.

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The entire Raymond store was re-lamped with ENERGY STAR lighting products and the results have been measurable. “We save between \$200 and \$300 each month on electric bills,” stated Gillis. “I envision the store’s long-term benefits to be fantastic, both from a financial and environmental point of view.”

One hundred and sixty-four retailers throughout Maine are participating in the Efficiency Maine ENERGY STAR Residential Lighting Program. These retailers have instant rebate coupons that can be redeemed at the register for qualifying ENERGY STAR lighting products. Instant rebates vary from \$2.00 for CFLs to \$12.00 for qualifying fixtures and ceiling fans with integrated lighting.

A complete list of participating retailers, ENERGY STAR product information and electricity savings information is available through the Residential Program link at www.energycymaine.com, or by calling toll-free, 1-866-376-2463 and press option #6.

ENERGY STAR makes it easy for consumers to make energy efficient choices in many product categories for both home and business. Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.

Efficiency Maine is a statewide effort to promote the more efficient use of electricity, help Maine residents and businesses reduce energy costs, and improve Maine’s environment. The Residential Lighting Program is one of several programs offered to achieve this goal. Efficiency Maine is funded by electricity consumers and administered by the Maine Public Utilities Commission.