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*A Program of the Maine Public Utilities Commission*

For Immediate Release

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**Homeowners Can Choose from More Options in Energy-Efficient Lighting**  
*Colorful New Holiday Lights Use Safer LED Technology*

AUGUSTA, ME, August 2006 -- Advancements in Compact Fluorescent Light bulbs (CFLs) and new applications for 'Light Emitting Diode' (LED) technology are making energy-efficient lighting products more attractive than ever for homeowners who want to lower electricity usage and save money.

Starting in October, the Efficiency Maine Residential Lighting Program will offer money-saving instant coupons to consumers purchasing new, energy-efficient LED holiday lights at participating retailers. In addition, instant coupons for ENERGY STAR<sup>®</sup> rated CFLs and fixtures remain available at participating retailers.

Available in festive colors like red, green, blue and yellow, the innovative LED holiday decorations, provide a safer and more energy-efficient method for spreading holiday cheer. LED holiday lights use less electricity and offer greater safety because they don't heat up, thereby eliminating the fire danger associated with holiday lighting. LED lights also have an extraordinarily long life span, lasting 100,000 hours or more as well as being less likely to break.

"LED holiday lighting strings offer tremendous energy savings potential," says Dick Bacon, manager of the Efficiency Maine Residential Lighting Program. "With the LED's, you can save energy and money and still have fun with lighting during the holidays. In the not-too-distant future, we may all be lighting our homes and businesses with LED's."

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New developments in other lighting products are making it easier for homeowners to 'go green.'

- The CFLs of today offer consumers many options: style, size, light output, wattage and indoor and outdoor applications. Three-way and dimmable CFLs are also available. Be sure to check the package to see how the bulb is designed for such usage.
- A lower wattage CFL will replace an existing standard incandescent bulb. Check the CFL packaging for wattage information.
- Manufacturers have improved light quality and now make CFLs that are compatible with antique fixtures -- great news for many Mainers who occupy historic homes.

Efficient lighting saves Mainers money and energy. With the added value of coupons from Efficiency Maine, now is an ideal time to make your homes lighting more energy-efficient. More information about Efficiency Maine, how to save on electricity and where to purchase ENERGY STAR rated bulbs is available by calling 1-866-376-2463 or visiting the website at [www.energymaine.com](http://www.energymaine.com).

*The Efficiency Maine Residential Lighting Program, administered by the Maine Public Utilities Commission, is a statewide effort to promote the more efficient use of electricity, to help Maine residents reduce electricity costs, and improve Maine's environment.*

-30-

SUGGESTED PHOTO CAPTION: LED holiday lights save electricity and money while offering greater safety and a longer life span. Money-savings coupons will be available at participating retailers starting in October.