

New Jersey Board of Public Utilities

PRESS RELEASE

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NEW JERSEY CELEBRATES OCTOBER 5TH -- ENERGY STAR 'CHANGE A LIGHT' DAY

*National Campaign to Raise Public Awareness and Promote ENERGY STAR Light Bulbs
And Fixtures that Save Energy, Money and Protect the Environment ...
Discounts available now until November 30!*

(NEWARK) -- The New Jersey Board of Public Utilities' (NJBP) Office of Clean Energy today launched a statewide campaign that gives residents "THE POWER TO SAVE."

Through the New Jersey "CHANGE A LIGHT CHANGE THE WORLD" Campaign, more than 1,200 participating retailers across the state will offer deep discounts on ENERGY STAR qualified lighting products through the end of November. By using ENERGY STAR qualified light bulbs and fixtures, New Jerseyans can reduce their energy use, save on energy costs, and help protect the environment.

The campaign, which is part of a national effort, has designated **October 5th as ENERGY STAR Change a-Light Day** in an effort to raise public awareness and encourage families to pledge to replace one light bulb as a first step toward a clean energy future.

"We all need to do our part when it comes to conserving energy," said Acting Governor Richard J. Codey. "I hope residents across the state will consider this promotion."

Last week, Acting Governor Codey designated October as "Clean Energy Month in New Jersey" as a way to support greater energy conservation and the development of clean, renewable energy resources. Change a Light Day is one of a series of special events and promotions during Clean Energy Month to help consumers save energy.

New Jersey's Clean Energy Program in partnership with retailers and manufacturers in the State, the U.S. Department of Energy (DOE) and the U.S. Environmental Protection Agency (EPA) -- joined the "CHANGE A LIGHT, CHANGE THE WORLD" national lighting campaign for the third-consecutive year. The campaign is designed to encourage New Jerseyans to switch to energy efficient lighting that has earned the U.S. government's ENERGY STAR designation to save on our overall energy consumption and help protect our environment.

"This campaign is a major win for New Jersey residents any way you look at it," said NJBPU President Jeanne M. Fox. "New Jersey families get discounted products and lower energy bills, and the entire state gets cleaner air. It couldn't come at a better time, considering rising energy costs and the onset of winter heating season. Everyone can benefit simply by changing to more energy efficient lighting."

The simple action of changing a light could prevent air pollution equivalent to the emissions from more than 1 million cars. If each household in the U.S. switched the lighting in just one room in their home to energy efficient lighting, the change would also save more than \$3 billion annually in electricity costs," said Wendy Reed, US Environmental Protection Agency, ENERGY STAR Campaign Director.

"The savings are measurable for New Jersey and the benefits unending," said Michael Winka, Director of the BPU Office of Clean Energy which administers the New Jersey's Clean Energy Program. "ENERGY STAR qualified compact fluorescent lamps use 66 percent less energy than a standard incandescent bulb and last up to 10 times longer. Replacing a 100-watt incandescent with a 32-watt compact fluorescent lamp will save at least \$30 in energy cost over the life of the bulb."

New Jersey retail locations participating in New Jersey's "CHANGE A LIGHT, CHANGE THE WORLD" will be offering a variety of products on sale to customers, who will receive the discounts at the cash register. There will be no need to cut coupons or send in rebates, just choosing the specially labeled lighting products will get customers the discount automatically. The ENERGY STAR qualified lighting products available for the discounts include the latest in design, convenience, and efficiency, and come in a wide variety of styles to fit any home decor. Compact fluorescent lamps, indoor/outdoor permanent fixtures, portable fixtures, and ceiling fans/light kits with pin based lighting, will all be available for purchase. Examples of these products include:

- Standard CFL's
- Outdoor Fixtures
- Ceiling fans with lighting
- Outdoor Floodlights
- Torchiere floor lamps
- Close-to-ceiling fixtures
- Table lamps
- Bathroom vanity lights
- Desk lamps
- Task lights
- Specialty CFL's (reflectors, globes, 3-way)
- Under-cabinet lighting

Customers will recognize the products on sale by the distinct packaging identification sticker that reads "Price Discounted, courtesy of the New Jersey's Clean Energy Program, brought to you by Governor Richard J. Codey and the New Jersey Board of Public Utilities (NJBPU)." (See copy of sticker below).

In New Jersey, discounts of up to 70 percent off the retail price are being offered State-wide locations that include Home Improvement Centers (Home Depot, Lowe's, and independent hardware stores), Wholesale Clubs (Costco and Sam's), Drug Stores (Walgreens and Rite Aid), Supermarket Chains (Shop Rite, Pathmark, and ACME), Department Store (Wal-Mart) and smaller to midsize stores that sell electrical appliances and lamps. The ENERGY STAR Change a Light Pledge and a complete list of retailers participating in the CHANGE A LIGHT, CHANGE THE WORLD lighting campaign is attached and can be found on www.njcleanenergy.com and www.bpu.state.nj.us. Informational materials also are available at local retailers.

The BPU's Clean Energy Program will be promoting the discounts with a media campaign in print and radio to bring awareness to the "CHANGE A LIGHT, CHANGE THE WORLD CAMPAIGN." Advertising has been placed in several of the largest newspapers in the state and radio advertising will run during morning and evening drive-time slots. The media campaign will conclude in mid November. The "CHANGE A LIGHT, CHANGE THE WORLD CAMPAIGN" runs from October 1 to November 30, 2005. Special events celebrating the Change a-Light campaign also will be held during the month.

Visit NJCleanEnergy.com for more details and to take the pledge to "Change a Light and Change the World."

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New Jersey's Clean Energy Program provides financial and other incentives to the State's residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers' energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (NJBPUBU). Visit the New Jersey Clean Energy Program at www.njcleanenergy.com.

ENERGY STAR gives consumers energy-efficient choices in more than 40 product categories for the home and office. Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy-efficiency guidelines set by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE). ENERGY STAR is a partnership between

government, consumers, manufacturers, retailers and other industry organizations united by a common goal: to help protect our environment for future generations by changing to more energy-efficient practices today. For more information about ENERGY STAR and how you can help by changing a light, visit www.energystar.gov or call 1-888-STAR-YES (1-888-782-7937).

The New Jersey Board of Public Utilities (NJBPU) is a state agency and regulatory authority mandated to ensure safe, adequate, and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBPU include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBPU, visit our web site at www.bpu.state.nj.us.