



New Jersey Board of Public Utilities

PRESS RELEASE

For Immediate Release:
August 27, 2009

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NFL FILMS TACKLES ENERGY EFFICIENCY IN NEW JERSEY

New Jersey Board of Public Utilities Commissioner Nicholas Asselta honors company for its impressive efforts at a check presentation ceremony and tour event

(MOUNT LAUREL, NJ) – New Jersey Board of Public Utilities (BPU) Commissioner Nicholas Asselta today presented NFL Films with an incentive check for \$69,300 from the BPU’s New Jersey SmartStart Buildings® Program. Afterwards, the Commissioner and media representatives took an exclusive tour of the world’s largest sports library at NFL Films’ Mount Laurel facility, which was recently upgraded with high efficiency chillers that were partially funded through New Jersey SmartStart Buildings financial incentives.

“By replacing outmoded, unreliable chillers with high efficiency equipment powered by oil-free compressors, NFL Films will dramatically cut energy costs, electricity consumption and greenhouse gases,” said Commissioner Asselta.

The incentive funds made available to NFL Films are consistent with Governor Corzine’s Energy Master Plan, which includes a goal to reduce energy consumption by 20 percent by 2020 and increase the amount of renewable energy to 30 percent of our energy consumption by 2020.

The New Jersey SmartStart Buildings Program – part of the BPU’s Clean Energy Program – offers commercial, industrial, and governmental customers financial incentives along with design support, and technical assistance to integrate energy efficient and renewable energy technologies into new construction, upgrades, and new cooling and heating equipment installations.

Barry Wolper, Vice President of NFL Films, explained the reasoning behind their decision to seek out more efficient cooling equipment by saying "NFL Films is the world's largest sports film library, containing more than 100 million feet of NFL archival footage. While the collection amounts to millions of dollars worth of film, the memories associated with these legendary games and plays are priceless. So preserving them remains our top priority."

When the HVAC system failed in the spring of 2007 and could not be repaired, Wolper and NFL Films began researching the installation of a new system.

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“We were excited to learn about today's high-performance coolers that run more efficiently and offer enhanced controls. By partnering with New Jersey SmartStart Buildings on this upgrade, we received funding to install our new equipment and protect 47 years’ worth of America’s greatest NFL moments,” said Wolper.

These results have been immediately apparent in the months since the new chillers went on line. Electricity consumption for the NFL Films facility has historically averaged 11 million kilowatt hours per year, and monthly utility expenses have been cut by over 10 percent since the energy efficient chiller installations.

Commissioner Asselta expressed his congratulations to executives at NFL Films and their operations services provider, Marubeni Sustainable Energy, for their wise selection of energy efficient equipment for this large-scale retrofit project.

“We estimate that use of the energy efficient chillers will remove approximately 790 metric tons of carbon dioxide emissions from the air. That’s equivalent to the annual greenhouse gas emissions of 145 cars on the road,” noted Commissioner Asselta. “Every football fan knows of NFL Films’ film work. Now I hope they’ll become just as widely known for their environmentally conscious energy efficiency efforts as they are for their high quality productions and extensive sports film library.”

Since its inception in 2001, New Jersey’s Clean Energy Program has invested nearly \$1.2 billion to promote energy efficiency and renewable technologies for businesses, local governments and residents. Program initiatives have saved more than 22 million megawatt-hours of electricity and over 70 million Decatherms of natural gas through improved energy efficiencies as well as generating another nine million megawatts of power from renewable energy sources and combined heat and power projects.

For more information on New Jersey’s Clean Energy Program, as well as details on financial incentives for local governments, businesses and residents to implement clean energy or improve energy efficiency, visit www.NJCleanEnergy.com or call 1-866-NJSMART.

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About the New Jersey Board of Public Utilities (NJBP):

The New Jersey Board of Public Utilities 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 NJBP 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 NJBP, visit our web site at www.nj.gov/bpu.

About the New Jersey Clean Energy Program (NJCEP):

New Jersey’s Clean Energy Program, established on January 22, 2003 in accordance with the Electric Discount and Energy Competition Act (EDECA), 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 (BPU), and its website is www.njcleanenergy.com.