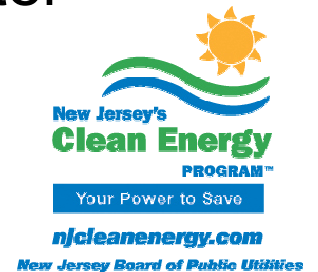
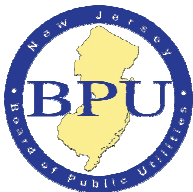




2009 ENERGY STAR® Lighting Promotion

Goals:

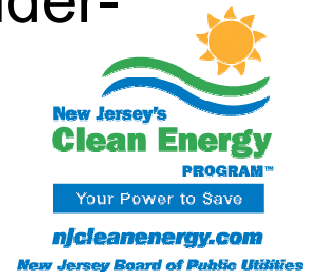
- Promote the sales of ENERGY STAR qualified lighting products in New Jersey
- Educate consumers and retailers on the benefits and uses of energy efficient lighting
- Leverage manufacturer, retailer and partner resources to promote ENERGY STAR lighting
- Work with creative partners (GNJRT) to better serve the under-represented markets





2009 ENERGY STAR® Lighting Promotions

- **Markdowns**
 - upstream incentives to manufactures and retailers to reduce the retail prices of ENERGY STAR qualified lighting products
- **GNJRT – Green New Jersey Resource Team**
 - creative approach to promoting ENERGY STAR qualified lighting in NJ
 - target residential customers who have been under-represented in the standard markdown





2009 Green New Jersey Resource Team

1. GNJRT lighting partners (7)
2. Distribute/Discount over 1,000,000 CFL's
3. Our approach:
 - Continue focus on NJCEP Community Partners
 - Work with schools, religious organizations, communities, businesses & online store





GNJRT Partners - 2009

1. **Energy Federation Inc. (EFI)** – sales of discounted CFL's through the NJCEP online store
2. **Green Faith/Globe Electric** – distribution of CFL's to Faith based organizations/institutions
3. **Green Market Fundraising** – sales of discounted CFL's at school fundraisers & distribution of CFL's at special events
4. **HelpLight/MaxLite** – distribution of CFL's at special events for needy families and the elderly
5. **One Change/PorchLight** – community door to door distribution of CFL's and special events
6. **TechniArt** – Traveling store offers discounted CFL's at corporate events
7. **Double D** - sales of discounted CFL's at malls, shopping centers, home expos and special events

