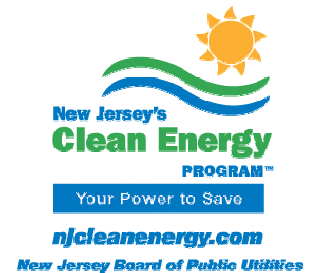
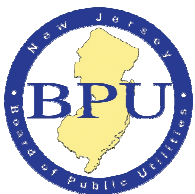




# *New Jersey's Clean Energy Program™*

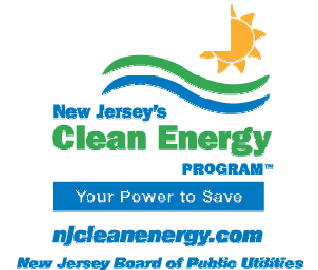


# DOUBLE D 2010



## WHAT WE DO:

- **SELL ENERGY STAR CFLs AND FIXTURES**
- **AT SUBSIDIZED PRICES MALLS, SHOPPING CENTERS AND EVENTS THROUGHOUT NJ**



# DOUBLE D 2010



TARGET AUDIENCE:

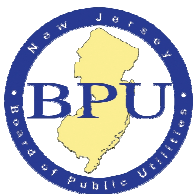
DIVERSE SHOPPERS THROUGHOUT THE STATE

EDUCATION:

2010 MORE FOCUSED ON: MAKING TARGET AUDIENCE AWARE OF MULTITUDE OF PROGRAMS THE STATE MAKES AVAILABLE TO THEM.

THROUGH:

- Short Presentations at Distribution
- Handouts
- One on One Engagements



# DOUBLE D 2010



- HOLD UP TO 24 DISTRIBUTIONS
- INCREASE CFLS SOLD:  
25% to 56,000 units
- INCREASE FIXTURES SOLD:  
50% to 6400 units

