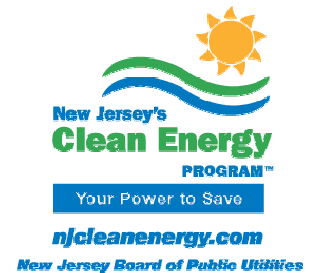




New Jersey's Clean Energy Program™

Green NJ Resource Team's

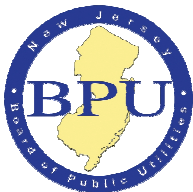




2010 ENERGY STAR® Lighting Promotion

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 to better serve the under-represented markets (Green New Jersey Resource Team – GNJRT)





2010 Lighting Promotions

- **Markdowns**
 - Upstream incentives to manufactures and retailers to reduce the retail prices of ENERGY STAR qualified lighting products
 - Participating NJ retailers offer point of purchase discounts
- **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





Who are the 2010 GNJRT Partners?

1. **Energy Federation Inc. (EFI)** – sales of discounted CFL's through the NJCEP online store
2. **Green Faith/Globe Electric** – provide 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





2010 GNJRT Goals

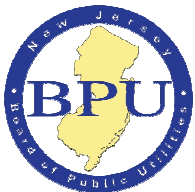
1. Distribute/Discount ~ 700,000 CFL's
2. Continue focus on NJCEP Community Partners
3. Work with schools, religious organizations, communities, businesses and provide an online store





2010 Refrigerator/Freezer Recycling Program

- Promotes responsible recycling of older inefficient refrigerators/freezers in New Jersey
- Receive a \$50 rebate check from NJCEP
- Save up to \$150 a year on energy costs by recycling an old fridge





To Participate:

- You must be a New Jersey resident and a customer of Atlantic City Electric, Jersey Central Power & Light, PSE&G, or Rockland Electric Company.
- You must own the refrigerator or freezer being recycled
- Your refrigerator or freezer must be between 10 and 30 cubic feet in size.
- Refrigerator and freezer must be in working condition.
- Limit two units per residential address.
- For a free pick up of your old fridge call 877-270-3520

