

SPECIAL PRICING

on ENERGY STAR® Certified Lighting

Look for
these coupons



Limit 12 bulbs per purchase. Discount available for residential customers only.

BROUGHT TO YOU BY:



ActOnEnergy.com

*Top 5 energy & money
saving habits:*



1. Turn off lights when you leave the room and use ENERGY STAR® CFLs.
2. Keep refrigerator settings between 38°- 42° and keep area around freezer fan clear.
3. Use a programmable thermostat to adjust the setting while you sleep or when no one is home.
4. Clean or change air conditioning filters regularly.
5. Add weather-stripping to doors and windows that leak air.



ActOnEnergy.com

Congratulations on your decision to buy an ENERGY STAR® Certified Heat Pump Water Heater. It's good for you, your family, and the environment. Thank You!

Save And Make A Difference

The typical U.S. household spends nearly \$2,200 a year on energy bills and contributes twice the amount of greenhouse gases to the environment as an average car. By purchasing energy efficient products for your home, you can help save energy, save money, and help protect the environment. For every product that is purchased there are two price tags: the price you pay at the time of purchase and the price you pay on energy bills to operate the product over time. Because an energy efficient product may cost a little more up front we are providing incentives to help you make a purchase that will quickly pay for itself and save you money now and in the future.

Ways to Save Money for

Ameren Missouri Residential Electric Customers

All Ameren Missouri residential electric customers can act now to receive rebates on other energy efficient products.

Room Air Conditioners (\$20) - ENERGY STAR certified room air conditioners: use about 10% less energy than conventional models, which could mean a savings of more than \$60 over the lifetime of the unit.

Programmable Thermostat (\$25) - Program your heating and cooling to save energy when you're not home and start saving money on your heating and cooling bills.

Electric Storage Tank Water Heater (\$25) - Choose an energy efficient electric storage tank heater instead of a standard model and save about \$40 per year. Over the 13 year lifetime of the water heater that's about \$425. Larger families save even more money.

Learn more at ActOnEnergy.com



FOCUSED ENERGY. *For life.*

AMEREN MISSOURI RESIDENTIAL ELECTRIC CUSTOMERS

**MAIL-IN REBATE
SAVE \$300**

Off the Purchase of Any
ENERGY STAR® Certified
Heat Pump Water Heater
for Your Home



 **REBATESAVERS**
an ActOnEnergy® program



ENERGY STAR® CERTIFIED
HEAT PUMP WATER HEATER
SAVING ENERGY EQUALS SAVING MONEY

ENERGY STAR certified heat pump water heaters are revolutionizing the way we heat water. New products recently introduced utilizing super-efficient technology can cut water heating costs by more than half!



Big savings

ENERGY STAR certified heat pump water heaters can save the average household almost \$300 per year on its electric bills compared to a standard electric water heater. That’s enough money to go on a weekend getaway every year. Larger families — that typically use more hot water — will save even more!

Plan ahead for more control

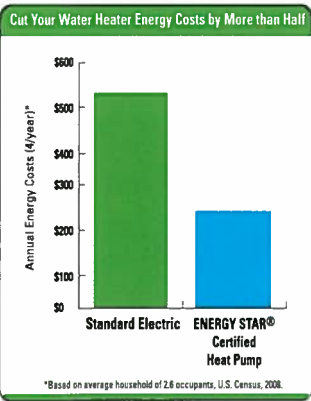
By waiting until your current water heater fails, you will leave little time to research and select a ENERGY STAR certified heat pump model. Your installer may need time to order the proper model.

A smart investment

While a ENERGY STAR certified heat pump water heater costs more up-front, the savings will pay back the difference in about three years. Replace your aging electric water heater before it fails, and start enjoying the savings right away.

A purchase that protects the environment

If everyone buying an electric water heater this year chose an ENERGY STAR certified heat pump model instead of a standard model, we would avoid 19.6 billion pounds of carbon dioxide emissions. That’s the equivalent of taking 1.6 million cars off the road.



FOCUSED ENERGY. *For Life.*

\$300 MAIL-IN REBATE

Get \$300 back from Ameren Missouri on your purchase of an ENERGY STAR® Certified Heat Pump Water Heater for your home. This rebate is good for purchases made January 1, 2013 through December 31, 2013. Limit 1 rebate per residential electric customer account. To receive your rebate, please fill out this form completely and mail it to the address below.

Please include a copy of your dated sales receipt and/or invoice showing the manufacturer, model number, and price of the ENERGY STAR Certified Heat Pump Water Heater purchased, and a copy of your recent electric bill. Incomplete information will delay or disqualify your rebate. All rebate requests must be postmarked no later than January 15, 2014.

MAIL TO: Ameren Missouri *ActOnEnergy*® ENERGY STAR Certified Heat Pump Water Heater
Energy Federation, Inc.
40 Washington Street, Suite 2000
Westborough, MA 01581

Please fill out completely. All information below is required

Your Ameren Missouri Electric Acct. #: _____

Your Name: _____

Account/Installation Address: _____

City: _____ State: **MO** Zip: _____

Home Tel: _____ Work Tel: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Mfr. and Model#: _____

Name and address of store: _____

Purchase Price: \$ _____ Purchase Date: _____

Prior to today, were you aware of Ameren Missouri’s *ActOnEnergy*® Energy Efficient

Products Program? ☐ Yes ☐ No

If you purchased efficient light bulbs in the last year or so, did the purchase make you

more inclined to buy an energy efficient product?

☐ Yes, definitely. ☐ Yes, to some extent. ☐ No, it didn’t.

Given your participation in the *ActOnEnergy*®energy efficiency program today, how

likely are you to consider purchasing other energy efficient products over the next

year or so?

On a 0 to 10 scale (0 is not likely and 10 is very likely).

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

What energy efficient products are you considering?

☐ Water Heating ☐ Lighting

☐ Appliances ☐ Heating/Cooling

☐ I would like to receive informational emails about Ameren Missouri’s energy

efficiency programs and rebates.

Email address: _____

Congratulations on your decision to buy an Electric Water Heater. It's good for you, your family, and the environment. Thank You!

Save And Make A Difference

The typical U.S. household spends nearly \$2,200 a year on energy bills and contributes twice the amount of greenhouse gases to the environment as an average car. By purchasing energy efficient products for your home, you can help save energy, save money, and help protect the environment. For every product that is purchased there are two price tags: the price you pay at the time of purchase and the price you pay on energy bills to operate the product over time. Because an energy efficient product may cost a little more up front we are providing incentives to help you make a purchase that will quickly pay for itself and save you money now and in the future.

Ways to Save Money for

Ameren Missouri Residential Electric Customers

All Ameren Missouri residential electric customers can act now to receive rebates on other energy efficient products.

Room Air Conditioners (\$20) - ENERGY STAR® certified room air conditioners: use about 10% less energy than conventional models, which could mean a savings of more than \$60 over the lifetime of the unit.

Programmable Thermostat (\$25) - Program your heating and cooling to save energy when you're not home and start saving money on your heating and cooling bills.

Heat Pump Water Heater (\$300) - Purchase an ENERGY STAR certified heat pump water heater to receive a \$300 mail-in rebate. This action can cut your water heating bill in half compared to a standard electric model.

Learn more at **ActOnEnergy.com**



AMEREN MISSOURI RESIDENTIAL ELECTRIC CUSTOMERS

MAIL-IN REBATE
SAVE \$25

Off the Purchase of Any
Electric Water Heater

with an Energy Factor (EF) of 0.93 or Higher for Your Home
(Tankless and Hybrid models do not qualify)



ELECTRIC STORAGE TANK WATER HEATER
SAVING ENERGY EQUALS SAVING MONEY

Cut hot water heating costs with an energy-efficient electric water heater

After heating and cooling, water heating is the biggest use of energy in most homes. From hot showers to dish washing, a typical household spends an average of \$500 per year on heating water! By installing a more energy-efficient electric water heater, you can save energy and money.

Storage water heaters – the most common type – work by heating water in an insulated tank. Heat is lost through the walls of the storage tank (standby heat loss), consuming energy even when you’re not using hot water. New electric energy-efficient water heaters have higher levels of insulation around the tank, substantially reducing standby heat loss and saving you money. Because water heaters can fail with minimal warning, leaving you little time to research energy efficiency options, plan ahead and be prepared.

Selecting a storage water heater

The lowest-priced storage water heater may be the most expensive to operate and maintain over its lifetime. While an oversized unit may be alluring, it carries a higher purchase price and increased energy costs due to higher standby energy losses.

Before buying a new storage water heater, consider the following:

- Size and first hour rating
- Fuel type and availability
- Energy efficiency and costs

Energy Saving Benefits

- Reduce standby heat loss to save money on your electricity bill
- Average annual savings on your electricity bill combined with the available mail-in rebate offsets the cost to upgrade to a high-efficiency model within the first year

Environmental Benefits

- Use less energy and avoid greenhouse gas emissions
- Reduce your home’s environmental footprint

Product Qualifications

- Electric storage tank water heaters
- Qualifying units must have:
 - An Energy Factor (EF), of 0.93 or higher
 - Tankless and Hybrid models do not qualify



\$25 MAIL-IN REBATE

Get \$25 back from Ameren Missouri on your purchase of a qualified Electric Storage Tank Water Heater for your home. This rebate is good for purchases made January 1, 2013 through December 31, 2013. Limit 1 rebate per residential electric customer account. To receive your rebate, please fill out this form completely and mail it to the address below.

Please include a copy of your dated sales receipt and/or invoice showing the manufacturer, model number, and price of the Electric Storage Tank Water Heater purchased, and a copy of your recent electric bill. Incomplete information will delay or disqualify your rebate. All rebate requests must be postmarked no later than January 15, 2014.

MAIL TO: Ameren Missouri *ActOnEnergy*® Electric Storage Tank Water Heater
Energy Federation, Inc.
40 Washington Street, Suite 2000
Westborough, MA 01581

Please fill out completely. All information below is required

Your Ameren Missouri Electric Acct. #: _____

Your Name: _____

Account/Installation Address: _____

City: _____ State: **MO** Zip: _____

Home Tel: _____ Work Tel: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Mfr. and Model#: _____

Name and address of store: _____

Purchase Price: \$ _____ Purchase Date: _____

Prior to today, were you aware of Ameren Missouri’s *ActOnEnergy*® Energy Efficient Products Program? ☐ Yes ☐ No

If you purchased efficient light bulbs in the last year or so, did the purchase make you more inclined to buy an energy efficient product?

☐ Yes, definitely. ☐ Yes, to some extent. ☐ No, it didn’t.

Given your participation in the *ActOnEnergy*®energy efficiency program today, how likely are you to consider purchasing other energy efficient products over the next year or so?

On a 0 to 10 scale (0 is not likely and 10 is very likely).
☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

What energy efficient products are you considering?

☐ Water Heating

☐ Lighting

☐ Appliances

☐ Heating/Cooling

☐ I would like to receive informational emails about Ameren Missouri’s energy efficiency programs and rebates.
Email address: _____



FOCUSED ENERGY. *For Life.*

Congratulations on your decision to buy a Programmable Thermostat. It's good for you, your family, and the environment. Thank You!

Save And Make A Difference

The typical U.S. household spends nearly \$2,200 a year on energy bills and contributes twice the amount of greenhouse gases to the environment as an average car. By purchasing energy efficient products for your home, you can help save energy, save money, and help protect the environment. For every product that is purchased there are two price tags: the price you pay at the time of purchase and the price you pay on energy bills to operate the product over time. Because an energy efficient product may cost a little more up front we are providing incentives to help you make a purchase that will quickly pay for itself and save you money now and in the future.

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Room Air Conditioners (\$20) - ENERGY STAR® certified room air conditioners: use about 10% less energy than conventional models, which could mean a savings of more than \$60 over the lifetime of the unit.

Heat Pump Water Heater (\$300) - Purchase an ENERGY STAR certified heat pump water heater to receive a \$300 mail-in rebate. This action can cut your water heating bill in half compared to a standard electric model.

Electric Storage Tank Water Heater (\$25) - Choose an energy efficient electric storage tank heater instead of a standard model and save about \$40 per year. Over the 13 year lifetime of the water heater that's about \$425. Larger families save even more money.

Learn more at ActOnEnergy.com



AMEREN MISSOURI RESIDENTIAL ELECTRIC CUSTOMERS

**MAIL-IN REBATE
SAVE \$25**

Off the Purchase of Any
**Programmable
Thermostat** for Your Home



PROGRAMMABLE THERMOSTAT
SAVING ENERGY EQUALS SAVING MONEY

A programmable thermostat is a thermostat which is designed to adjust the temperature according to a series of programmed settings that take effect at different times of the day. Programmable thermostats may also be called setback thermostats.



Basic digital thermostats may have just one cycle that is run every day of the week. More-sophisticated thermostats may have a weekday schedule and a separate weekend schedule, while some offer as a separate schedule for each day of the week.

More sophisticated models may be programmed to run the circulating fan for a brief 5-10 minute period in the event a heating or cooling cycle has not taken place during the previous hour. This is particularly useful in homes subject to stratification where without frequent air circulation, hot air rises and separates from the cooler air that falls.

In order to increase your energy savings, it's important that you:

- Resist the urge to override the pre-programmed settings. Every time you do, you use more energy and may end up paying more on your energy bill.
- Set the "hold" button at a constant energy-saving temperature when going away for the weekend or on vacation.
- Install your thermostat on an interior wall, away from heating or cooling vents, appliances, lighting, doorways, skylights, and windows, and areas that receive direct sunlight or drafts.
- If your home has multiple heating or cooling zones, use a programmable thermostat for each zone to maximize comfort and savings.

Some digital thermostats have the capability of being programmed using a touch-tone telephone or over the Internet.



High Quality Performance Features

- Pre-set energy savings programs
- Touchpad screen programming
- Hold/Vacation feature
- +/- 2 degree accuracy
- Digital, backlit displays
- Internet connectivity



FOCUSED ENERGY. *For life.*

\$25 MAIL-IN REBATE

Get \$25 back from Ameren Missouri on your purchase of a programmable thermostat for your home. This rebate is good for purchases made January 1, 2013 through December 31, 2013. Limit 2 rebates per residential electric customer account. To receive your rebate, please fill out this form completely and mail it to the address below.

Please include a copy of your dated sales receipt and/or invoice showing the manufacturer, model number, and price of the programmable thermostat purchased, and a copy of your recent electric bill. Incomplete information will delay or disqualify your rebate. All rebate requests must be postmarked no later than January 15, 2014.

MAIL TO: Ameren Missouri *ActOnEnergy*® Programmable Thermostat Rebate
Energy Federation, Inc.
40 Washington Street, Suite 2000
Westborough, MA 01581

Please fill out completely. All information below is required

Your Ameren Missouri Electric Acct. #: _____

Your Name: _____

Account/Installation Address: _____

City: _____ State: **MO** Zip: _____

Home Tel: _____ Work Tel: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Mfr. and Model#: _____

Name and address of store: _____

Purchase Price: \$ _____ Purchase Date: _____

Prior to today, were you aware of Ameren Missouri's *ActOnEnergy*® Energy Efficient Products Program? ☐ Yes ☐ No

If you purchased efficient light bulbs in the last year or so, did the purchase make you more inclined to buy an energy efficient product?

☐ Yes, definitely. ☐ Yes, to some extent. ☐ No, it didn't.

Given your participation in the *ActOnEnergy*® energy efficiency program today, how likely are you to consider purchasing other energy efficient products over the next year or so?

On a 0 to 10 scale (0 is not likely and 10 is very likely).
☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

What energy efficient products are you considering?

☐ Water Heating

☐ Lighting

☐ Appliances

☐ Heating/Cooling

☐ I would like to receive informational emails about Ameren Missouri's energy efficiency programs and rebates.
Email address: _____

RESIDENTIAL ENERGY EFFICIENCY

*Get Paid
to Save.*



To schedule your free pickup
call toll-free **1.877.341.2187** or
visit **ActOnEnergy.com**

Let us pick up and recycle your old,
working fridge or freezer for FREE
and get a cool **\$50 rebate!**



FOCUSED ENERGY. *For life.*



Free Pickup. Free Recycling. Cool Savings.



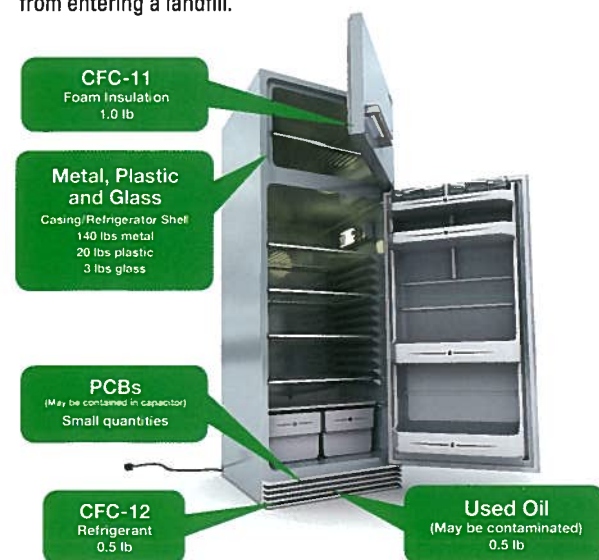
Ameren Missouri can help lower your monthly energy bills — and pay you to do it. Let us recycle your old, working refrigerator or freezer, free of charge, and receive a \$50 rebate. Plus, we'll recycle any old, working window air conditioners or dehumidifiers during the same trip. Best part is, you get the added bonus of saving up to **\$100 a year** on your energy bill. **Saving money has never been easier! Schedule today and start cashing in.**

Program Guidelines:

- You must be an Ameren Missouri residential electric customer.
- You must own the refrigerator or freezer and it must be 10-27 cubic feet.
- Primary or secondary units are accepted but must be 2001 or older.
- Appliance must be in working (cooling) order.
- Appliance must be plugged in at the time of pickup.
- Your appliance will be picked up, at no charge, from the address listed on your billing account.
- The \$50 rebate will be mailed to you within four weeks after pick-up of your refrigerator or freezer.
- Limit of 3 refrigerators/freezers per Ameren Missouri residential household per year; limit of 3 window air conditioners/dehumidifiers.
- The program is funded on a first come, first served basis until funds are expended.
- Free collection of working window air conditioners or dehumidifiers during the same trip with a qualifying fridge or freezer. Rebate not provided for air conditioners or dehumidifiers.

Inside Your Refrigerator

With Ameren Missouri's ApplianceSavers Program, each appliance is properly destroyed and recycled, preventing it from entering a landfill.



Source: www.epa.gov

To schedule your free pickup
call toll-free **1.877.341.2187** or
visit **ActOnEnergy.com**

Get cash-back rebates

when you upgrade your home's
cooling equipment.



Ameren Missouri wants to help you save energy and money while also improving comfort in your home. Investing in energy efficient cooling equipment and other services will help you consume less energy and save monthly on energy bills. Ameren Missouri's CoolSavers Program offers customers rebates to help offset the upfront costs of energy efficient purchases.

What types of rebates are available?

Single-family residential electric customers living in the Ameren Missouri service area are eligible for a variety of rebates, including:

- Central Air Conditioner: up to \$425
- Air Conditioner Diagnostic Tune-Up: \$75
- Air Source Heat Pump: up to \$650
- Electronically Commutated Blower Motor: up to \$100
- Geothermal Heat Pump: up to \$600
- Programmable Thermostat: \$20



ActOnEnergy.com

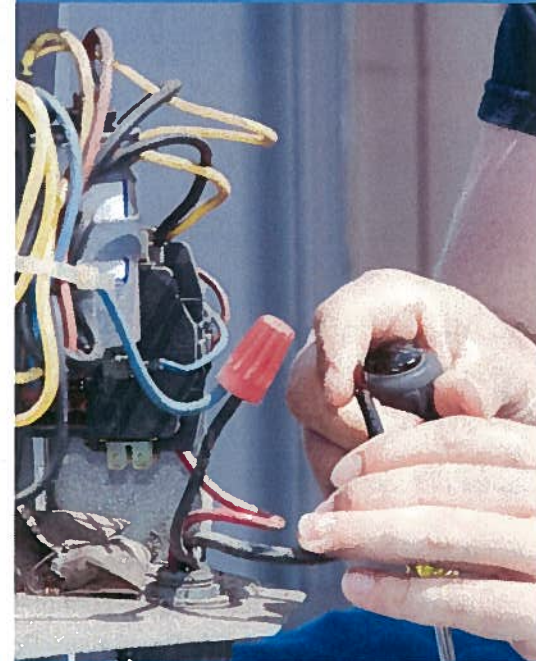
What are the benefits of energy efficient cooling equipment?

In addition to rebates offered through the CoolSavers Program, homeowners can enjoy many benefits, including peace of mind that your cooling system will be reliable upon changes in seasons. A neglected system will end up costing you money on your monthly bills and making your home uncomfortable, while a system operating at its full potential will help keep your home more comfortable—and save you money!

How does the program work?

1. You can start by reviewing the Ameren Missouri CoolSavers Rebate Chart at ActOnEnergy.com to see all the options you have and the rebates you can receive.
2. Then, you can review the list of participating cooling Contractors at ActOnEnergy.com to find one in your area. If you have any questions, a participating Contractor can help. The Contractor truly understands energy efficiency and can help find the right options for your home.
3. The participating Contractor will install your new energy efficient equipment or perform a qualified tune-up service.
4. When the project is complete, your participating Contractor will handle all of the rebate paperwork for you and will submit it directly to Ameren Missouri on your behalf.
5. After all the paperwork is complete, you will receive your rebate check in the mail in six to eight weeks.

Participating Contractor status does not imply an Ameren Missouri endorsement of the Contractor in any way; rather, it simply identifies Contractors who have completed the required program training and committed to actively promoting the program and helping customers complete the incentive form.



Get started today!

Visit ActOnEnergy.com for more information about the CoolSavers Program. If you have specific questions, please call us toll free at

1.877.215.5752

or reach us by email at

coolsavers@ameren.com.





























FOCUSED ENERGY. *For life.*

We can help you *act* on energy.

How to choose a CFL

CFLs come in a variety of shapes and sizes. The majority of CFLs are designed to look identical to the traditional incandescent light bulb. Check the chart to select the right CFL replacement to meet your needs.

Note: If your fixture is on a dimmer or three-way switch, you will need to select a bulb that is designed to dim or for three-way use.




	HARP SHADE	CLAMP SHADE	PENDANT FIXTURE	CEILING FIXTURE	CEILING FAN	WALL SCONCE	RECESSED CAN	TRACK LIGHTING	OUTDOOR COVERED	OUTDOOR EXPOSED
FOR THIS FIXTURE										
CHOOSE THIS BULB	 SPIRAL	 A-LINE	 A-LINE	 SPIRAL	 SPIRAL  A-LINE  GLOBE  DECORATIVE	 SPIRAL  DECORATIVE	 REFLECTOR	 REFLECTOR	 SPIRAL  A-LINE  DECORATIVE	 REFLECTOR

ENERGY STAR® CFL BULBS

THEY MAKE A LOT OF SENSE AND SAVE A LOT OF MONEY



ActOnEnergy.com

					
<p>Warm White, Soft White</p> <p>Standard color of incandescent bulbs.</p>	<p>Cool White, Bright White</p> <p>Good for kitchens and work spaces.</p>	<p>Natural or Daylight</p> <p>Good for reading.</p>			
2700K	3000K	3500K	4100K	5000K	6500K

MAKE THE RIGHT CHOICE

The benefit of selecting different colors of white come from being able to better select a light color that matches your needs. So when you plan to make your CFL purchases keep the shades of white light in mind and purchase a color that best suits your home, application or mood.



ActOnEnergy.com

Twist and Shout

Install CFLs and Save.



LIGHTSAVERS
an ActOnEnergy® program



ENERGY STAR® CFL BULBS

ENERGY STAR is a government-backed symbol that identifies energy efficient products which meet guidelines set by the EPA and DOE.

ENERGY STAR CFLs use 75 percent less energy than standard incandescent bulbs, produce about 75 percent less heat, so they are safer to operate and last up to 10 times longer.

Replacing just one incandescent light bulb in every American home with a CFL bulb would prevent greenhouse gases equivalent to the emissions of more than 800,000 cars.

You will save about \$40 or more in electricity cost over each bulb's lifetime.



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Install CFLs and Save.*

RESIDENTIAL ENERGY EFFICIENCY



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	HARP SHADE	CLAMP SHADE	PENDANT FIXTURE	CEILING FIXTURE	CEILING FAN	WALL SCONCE	RECESSED CAN	TRACK LIGHTING	OUTDOOR COVERED	OUTDOOR EXPOSED
FOR THIS FIXTURE										
CHOOSE THIS BULB	SPIRAL 	A-LINE 	A-LINE 	SPIRAL 	SPIRAL 	SPIRAL 	REFLECTOR 	REFLECTOR 	SPIRAL 	REFLECTOR
	A-LINE 		GLOBE 		A-LINE 	DECORATIVE 			A-LINE 	DECORATIVE

ENERGY STAR® CFL BULBS

THEY MAKE A LOT OF SENSE AND SAVE A LOT OF MONEY



ActOnEnergy.com



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Standard color of incandescent bulbs.

Cool White, Bright White
Good for kitchens and work spaces.

Natural or Daylight
Good for reading.

2700°K 3000°K 3200°K 4100°K 5000°K 5200°K

MAKE THE RIGHT CHOICE

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ActOnEnergy.com

**\$1.50
off**

**ENERGY STAR® Certified
Light Bulb Single Package**

on a purchase of packages with a retail price of \$1.99 or more
AMEREN MISSOURI INSTANT REBATE COUPON Redeemable In Store
Only for purchases made 1/1/2013 - 12/31/2013. Fill out one coupon for
each package of ENERGY STAR certified compact fluorescent light (CFL)
bulbs you purchase. Limit: a total of 12 light bulb packages per residential
account, per program year. See reverse side.



Complete information below and present to cashier. Please print clearly. ALL FIELDS REQUIRED.



Residential Account Name (Must be a Ameren Missouri residential electric services customer)

Street Address (NO P.O. BOXES)

MO

City

State

Zip Code

Daytime Phone - For Verification Only

Email Address

My Home is: New Construction _____ Existing Home _____

You must complete the following information.

1. ENERGY STAR Certified Light Bulb Package Model #: _____

2. Manufacturer: _____

3. Circle one:

17 watt or less
(30-60 watt equivalent)

18-22 watt
(60-90 watt equivalent)

23-27 watt
(90-100 watt equivalent)

28 watt or more
(100 watt or more equivalent)

4. Date of Purchase: ____/____/____

Take the ENERGY STAR Pledge.

☐ I will do my part to save energy and help fight global warming. I
pledge to replace at least one light in my home with an ENERGY
STAR certified CFL.

Signature _____

ActOnEnergy.com



INSTANT REBATE COUPON

IMPORTANT INFORMATION FOR CUSTOMERS:

This instant coupon is not valid and cannot be processed unless light bulb and customer information is completed. This coupon is good for the purchase of one ENERGY STAR® certified light bulb single package. This offer is available to all delivery service customers of Ameren Missouri, for a limited time, and is good while supplies last. **The cost of certified products must exceed the value of the coupon. Customers may use more than one coupon per purchase, but there is a limit of 12 light bulb coupons per residential account per year.** This coupon is valid for ENERGY STAR certified compact fluorescent light (CFL) bulbs only.

This offer is void where prohibited, taxed or otherwise restricted. Customers are responsible for any and all applicable sales tax. This offer cannot be combined with any other utility or energy efficiency service provider offer. The total instant coupon value cannot exceed the purchase price and cannot be doubled or tripled. Personal identification may be required for redemption. Ameren Missouri reserves the right to withdraw this offer without notice and does not guarantee the product's performance, nor does it provide any other warranties, either expressed or implied. If a product you have purchased is defective, contact the retailer or manufacturer.

Coupons cannot be reproduced, photocopied, or altered in any way. Doing this will make coupons invalid and unacceptable for payment.

To help ensure program quality, you may be selected for a telephone survey or on-site inspection to verify information you supply to us to receive your discount. By applying for a discount, you agree to participate in any surveys or interviews, if selected.

ActOnEnergy.com

INFORMATION FOR AUTHORIZED RETAILERS:

Coupon good toward the purchase of one single package of ENERGY STAR certified compact fluorescent light bulb (CFL). One coupon must be filled out for each single package purchased. **Limit 12 light bulb coupons per residential account per program year. Coupon expires 12/31/2013.**

To redeem, send instant coupons and completed coupon redemption form to EFI (Ameren Missouri Program), 40 Washington Street, Suite 2000, Westborough, MA 01581-1013, with a summary of coupon by value, the address where check is to be mailed, and total amount of expected reimbursement. A completed coupon redemption form must accompany all batches of coupons sent to EFI. EFI will reimburse you for up to the face value of the coupons - not to exceed the purchase price of the product - provided you have accepted this coupon in accordance with the coupon redemption policy. For additional redemption forms and/or coupons, call 1.877.478.0871. We suggest that you insure all coupons that you mail, as you are responsible for any coupons lost in shipping. **Retailers must submit coupons to EFI by 1/31/2014 to qualify for reimbursement.**

COUPONS ARE REDEEMABLE AT PARTICIPATING RETAILERS ONLY. COUPONS CANNOT BE COMBINED WITH MARKED DOWN PRODUCTS IN OTHER RETAILERS.

Retailer questions? Call 1.877.478.0871



Ameren Missouri Residential Electric EE Team

Program Implementation Contractors

CADMUS

APPLIED PROACTIVE
TECHNOLOGIES

HONEYWELL
UTILITY SOLUTIONS

ICF
RESOURCES, LLC

APPLIANCE
RECYCLING CENTERS OF
AMERICA, INC

Programs



Residential
Program
Evaluation



LightSavers
(\$18.8M)



RebateSavers
(Appliances &
Products \$5.0M)



CommunitySavers
(Low Income \$10.8M)



PerformanceSavers
(Home Energy
Performance \$1.3M)



ConstructionSavers
(New Construction
\$2.06M)



CoolSavers
(HVAC
\$25.6M)



ApplianceSavers
(Appliance
Recycling \$5.38M)

Get started.

ActOnEnergy®

How to Apply for Incentives

Step 1. Visit ActOnEnergy.com to download the latest version of the application for the incentive you are applying for.

Step 2. Submit an application to the Program office at BIzefficiency@ameren.com.

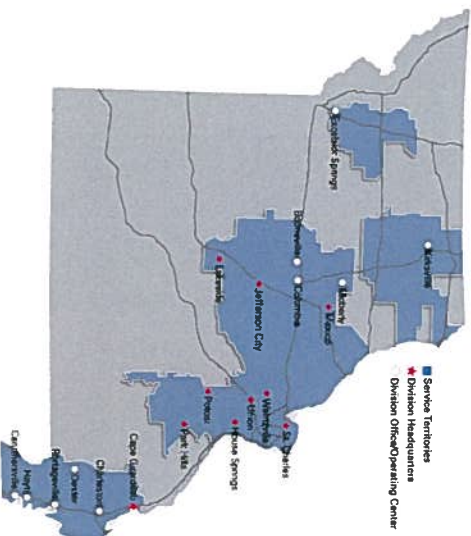
Please note: Pre-approval is required on Standard projects with estimated incentives > \$10,000, and ALL Custom, New Construction and RCx projects. In order to be eligible for an incentive, a project cannot start in advance of program approval.

Receive Your Incentive

Program staff will review and verify all applications including all necessary supporting documentation required for each incentive type. An incentive check will be issued within 45 days of receipt and approval of all project documentation. Incentive payments are available as a cash payment or an Ameren Missouri utility bill credit.

To learn more, visit us online at ActOnEnergy.com, call toll-free 1.866.941.7299 or email BIzefficiency@ameren.com.

Ameren Missouri Service Area Map



All Ameren Missouri commercial and industrial electric customers in the Missouri service territories indicated on the map are eligible to participate in the Ameren Missouri Business Energy Efficiency Program.

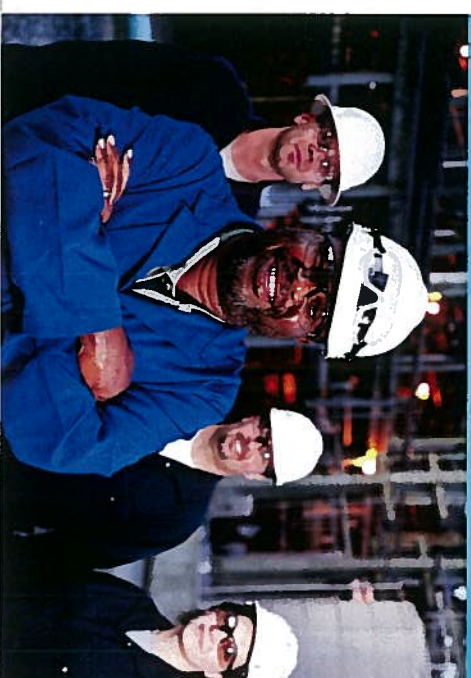
Ameren Missouri Business Energy Efficiency Program
P.O. Box 66149 MC 921, St. Louis, MO 63166-6149
314.436.0391 » 866.941.7299 toll free » 314.814.8900 fax
ActOnEnergy.com

BUSINESS ENERGY EFFICIENCY

Earn Cash Incentives for Energy Efficiency.



BIZSAVERS
an ActOnEnergy® program



What we provide.



Ameren Missouri's Business Energy Efficiency Program offers cash incentives and technical assistance to commercial and industrial electric customers to help trim controllable energy costs and lower energy consumption now and for years to come.

The savings you realize on energy costs go straight to your bottom line. And many upgrades pay back your investment in two to four years or even less.

No matter what business you're in, whether you lease or own your space, you can create more comfortable surroundings for your employees and customers while reducing the impact of your business or building on the environment.

Your project may be eligible for as much as \$1,000,000 in cash incentives.

Standard Incentives

We offer Standard incentives for lighting, premium heating and cooling, refrigeration, computer/IT upgrades, electric water heating and ENERGY STAR® commercial kitchen equipment. **Pre-approval** is required before equipment purchase when the incentive amount is expected to exceed \$10,000. Applications must be submitted within 180 days of project installation.

Custom Incentives

Energy-efficiency equipment not eligible for Standard incentives may still qualify for Custom incentives. Custom incentives are calculated based on the estimated energy savings of a proposed energy-efficiency measure. All equipment purchases must receive **pre-approval** from the Program office to qualify for Custom incentives. Incentive rates are shown in the table below:

Measure Type	Incentive Rate
Lighting	\$0.06/kWh
Non-lighting	\$0.07/kWh

New Construction Incentives

The New Construction Program can provide financial incentives and technical project assistance to building owners and design firms. New Construction incentives must be applied for and approved prior to construction, purchase and installation of the equipment.

New Construction projects may include any of the following:

- New building projects wherein no structure or site footprint presently exists.
- Addition or expansion of an existing building or site footprint.
- Construction that involves complete removal, redesign and replacement of the energy consuming systems of a building or process.
- Projects that require design and selection of all new systems based upon the needs of new or modified space functions.
- Warm shell projects, where the building envelope, central mechanical system and core lighting systems are included in the design but future build outs or improvements are permitted separately.

Retro-Commissioning (RCx) Incentives

Ameren Missouri offers financial incentives for Retro-Commissioning (RCx) projects that optimize overall system performance by improving the efficiency of what is already in place by diagnosing, then installing improvements that produce energy savings. RCx incentives are available for systems that currently exhibit higher than average energy usage intensity. Optimization activities for building, compressed air, and refrigeration systems may all be eligible to receive RCx incentives.



Trade Ally Network

Ameren Missouri's Trade Ally Network consists of experienced energy-efficiency contractors, distributors and other professionals. Trade Allies bring expertise to assist with design and installation of energy-efficient equipment for commercial and industrial customers in the Ameren Missouri service territory.

These professionals have the tools, information and incentive Program expertise to advise you on cost-effective ways to reduce energy costs.

For a list of approved Trade Allies that can help you with your energy-efficiency installations, visit ActOnEnergy.com.

Participants are not required to use a Trade Ally from the network in order to qualify for an incentive from the Program for qualifying projects.

Homebuilders:

*Discover **all** the benefits of building comfortable, energy efficient homes.*



CONSTRUCTIONSAVERS
an ActOnEnergy® program



To stay competitive and meet growing consumer demand for energy efficient houses, more and more homebuilders are looking for ways to deliver homes with high levels of efficiency. If you are one of those homebuilders, you may already be seeing the benefits of increased revenue and improved customer satisfaction.

But did you know that you are also eligible to participate in Ameren Missouri's ConstructionSavers Program? ConstructionSavers awards financial incentives to homebuilders who build highly energy efficient homes in Ameren Missouri's service area. Homes must be started on or after January 1, 2013 and completed by December 31, 2013 to be eligible for incentives during the 2013 program year. The program offers two types of incentives:

Tier 1: \$500 for each High Performance home

Tier 2: \$800 for each ENERGY STAR® certified home

ConstructionSavers participants also receive FREE sales and technical training, marketing materials and support from a program account manager.



ActOnEnergy.com

How to participate

Interested homebuilders should complete and submit a program application to Ameren Missouri. All applications will be reviewed, and selected homebuilders will be notified in writing of the number of homes eligible for incentives. Homebuilders may choose to accept or decline the incentive award offer.

Homebuilders interested in constructing ENERGY STAR certified homes are required to fill out an Online Partnership Agreement with the National ENERGY STAR New Homes Program. Find this application online at energystar.gov/homesPA.

Home testing and certification

To ensure that your homes meet program requirements, a Residential Energy Services Network (RESNET)-accredited independent Home Energy Ratings System (HERS) Rater will verify your homes' certification. The HERS Rater will use an approved energy-use simulation program and a series of onsite inspections and diagnostic tests. For certification, follow these steps:

1. Complete and submit an Ameren Missouri program application.
2. Complete the ENERGY STAR Online Partnership Agreement (if you wish to construct ENERGY STAR certified homes).
3. Select a RESNET-accredited HERS Rater.
4. Work with your HERS Rater to identify the energy efficiency measures needed to meet or exceed the High Performance (Tier 1) or ENERGY STAR (Tier 2) specifications.
5. Build homes according to the measures you have selected.
6. Determine the best testing methodology to certify your homes (Performance or Prescriptive Path).
7. Conduct onsite inspections and home performance testing.
8. Obtain an ENERGY STAR label and certificate from your HERS Rater for each ENERGY STAR certified home.

Reporting requirements

Ameren Missouri is required to collect certain information on homes submitted to the program. This information is usually collected by the HERS Rater during the final performance testing of the home. Homebuilders should work closely with their HERS Rater to ensure that this information is submitted to Ameren Missouri. Financial incentives will only be paid after Ameren Missouri receives the required information and verifies the accuracy of the HERS Rater's report.

To receive incentives:

- All required data for each home must be entered into the online reporting system.
- The homebuilder must submit an invoice generated from the online reporting system with home addresses that match the certificates submitted by the HERS Rater.
- For a Tier 1 home, the HERS Rater must submit a corresponding Home Energy Rating report displaying the corresponding HERS Index.
- For a Tier 2 home, the HERS Rater must submit a corresponding ENERGY STAR report displaying the corresponding HERS Index, along with all required checklists.

Participation benefits

- Up to \$800 in incentives per qualified home
- Free sales and technical training courses
- Marketing support, including free marketing materials
- Support from a program account manager



Apply today!

For more information, call us toll free at

1.877.215.5752

or reach us by email at

constructionsavers@ameren.com



FOCUSED ENERGY. *For life.*

You're invited!



COMMUNITYSAVERS
an ActionEnergy® program



CommunitySavers
Neighborhood
Kickoff Event



FOCUSED ENERGY. *For life.*



CommunitySavers
c/o Honeywell
1950 Craig Rd.
Maryland Heights, MO 63146
ActOnEnergy.com

XXXXXXday, Month XX, 2013

Location:

Location

0000 Street Address

City, MO 00000

Time:

Event begins at XX:XX

Presentation begins at XX:XX

Event ends at XX:XX

For more information please call **1.855.207.6254**.

**Bring your family and learn more about how we can help
you make your home more energy efficient - at no direct
cost to you!**



*Sorry
we missed you.*



COMMUNITYSAVERS
an ActOnEnergy® program

The CommunitySavers energy efficiency team stopped by your house today to provide you with no cost energy efficiency improvements that can help you save on your electricity bills.

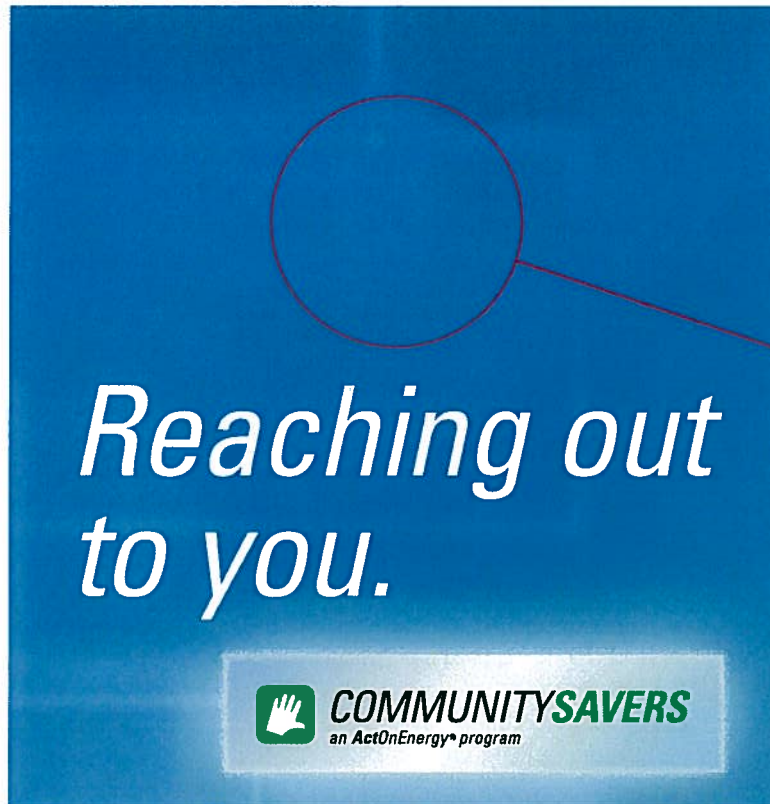
We would like another opportunity to provide you with these no cost energy efficiency improvements from Ameren Missouri.

Please contact us at **1.855.207.6254** to set-up a time that is convenient for you.



ActOnEnergy.com

XXXXXXXXXX



The CommunitySavers energy efficiency team will visit your home this:

Mon Tues Wed Thurs Fri

to provide an energy efficiency makeover with products to help reduce your energy consumption and save money.

To schedule an alternate day or for more information, call **1.855.207.6254**.

These services and products are provided at no cost.



ActOnEnergy.com

XXXXXXXXXX









ActOnEnergy

Customers can visit **ActOnEnergy.com**
for more program information.



FOCUSED ENERGY. For life.

**Ameren Missouri's three-year plan will include seven
residential and four business programs:**

-  **LIGHTSAVERS** (lighting rebates)
-  **APPLIANCESAVERS** (refrigerator, freezer and
appliance recycling)
-  **CONSTRUCTIONSAVERS** (new home construction)
-  **COOLSAVERS** (A/C system improvements)
-  **COMMUNITYSAVERS** (low-income)
-  **PERFORMANCESAVERS** (dual fuel pilot program)
-  **REBATESAVERS** (EE product rebates)
-  **BIZSAVERS** (business programs)

- Our customers have the ability to better manage and
control their energy usage – and ultimately their energy
costs with the new energy efficiency programs.



Ameren Missouri Launches Energy Efficiency Programs

Ameren Missouri is continuing its commitment to energy efficiency (EE) by launching the largest portfolio of EE programs in our state's history.

- At Ameren Missouri, we understand that cost-effective EE programs provide great benefits to our customers, communities and the state of Missouri, now and in the future.
- We will invest \$147 million over the next three years to help residential and business customers better manage their energy bills and reduce energy consumption.
- Our goal is to help customers reduce the amount of energy used by 800 million kilowatt-hours – the equivalent to powering 60,000 homes annually – by participating in incentives, rebates and other investments.
- Our current investments are expected to result in approximately \$500 million in total customer benefits over the next 20 years.