

Change a Light, Change the World 2006 Campaign Summary Report, Results and Lessons Learned April 20, 2007



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Introduction

The Environmental Protection Agency (EPA) introduced the National Change a Light, Change the World fall lighting campaign in 2001. The campaign serves as a framework for cooperation between national, regional and local ENERGY STAR partners in delivering a coordinated message to the public regarding the energy saving benefits of qualified lighting products. This was the sixth year that MEEA participated in the national Change a Light, Change the World promotion. The goals of the promotion were as follows:

- Achieve unit sales of 1,269,153 ENERGY STAR labeled CFLs and corresponding energy savings.
- Raise consumer awareness of the energy saving and environmental benefits of using ENERGY STAR qualified CFLs.
- Increase consumer recognition of the ENERGY STAR label.
- Establish a low price point for CFLs in targeted markets.
- Leverage state and utility dollars to gain the investment of resources in the promotion by manufacturer and retailer partners.
- Demonstrate to retailers that investing in the promotion of ENERGY STAR qualified CFLs can be financially profitable and yield positive public relations.

Achieving these objectives required a coordinated effort involving state, utility, manufacturer and retailer sponsors in four states in addition to the program implementer, Wisconsin Energy Conservation Corporation (WECC). Thanks to the combined efforts of these partners the promotion achieved the following results:

- 1,502,821 ENERGY STAR qualified CFLs were purchased in four states.
- 537,559,071 kWh will be saved over the life of the CFLs.
- 65,202 Midwest consumers were served (does not include consumers that purchased at Home Depot or Menards locations).
- Advertising, point of sale materials and education by trained retail associates raised consumer recognition of the ENERGY STAR label and awareness of the benefits of qualified CFLs.
- Over \$314,000 in matching rebate contributions was leveraged from MEEA's manufacturer and retailer partners.
- 423 retail locations participated.

Enough energy will be saved throughout the life of the CFLs sold during the campaign to power 53,756 homes for one year and to keep 645,071 tons of carbon dioxide from being released into the atmosphere. These and various other public benefits generated by the effort have produced a resounding success. This report details the process of organizing the campaign and its results.

Promotion Sponsors

MEEA received funding from sixteen sponsors across the region for the 2006 campaign including:

- AmerenUE, Missouri
- Aquila, Missouri
- City Utilities of Springfield, Missouri
- Columbia Water and Light, Missouri
- Missouri Department of Natural Resources, Missouri
- Kansas City Power and Light, Missouri
- Empire District Electric Co., Missouri
- Independence Power and Light, Missouri
- ComEd, Illinois
- Xcel Energy, Minnesota
- Minnesota Department of Commerce, Minnesota
- Moorhead Public Service, Minnesota
- Willmar Municipal Utilities, Minnesota
- Alexandria Light and Power, Minnesota
- Southern Minnesota Municipal Utility Association, Minnesota
- Indianapolis Power and Light, Indiana

Access to the promotion was offered to retailers in Illinois, Missouri, Indiana and Minnesota. Targeted markets included: Chicago (IL), St. Louis (MO), Kansas City (MO), Joplin (MO), Columbia (MO), Independence (MO), Springfield (MO), Minneapolis and St Paul, Rochester (MN), Moorhead (MN), Alexandria (MN), Willmar (MN) and Indianapolis (IN). See attachment A for a full list of participating retailers and their locations. As in previous years, MEEA coordinated its efforts with Wisconsin's Focus on Energy program as well as other regional organizations participating in the Change a Light, Change the World campaign. This cooperation enabled MEEA to increase leverage with industry partners and benefit from economies of scale in the design and production of promotional materials and advertising.

Contractors

MEEA selected Wisconsin Energy Conservation Corporation (WECC) to implement the 2006 Change a Light, Change the World campaign for the fifth year in a row. The promotion was modeled after successful CFL promotions that WECC had designed and implemented for Focus on Energy in Wisconsin. Working with WECC simplified regional coordination because WECC was already implementing the promotion for Focus on Energy in Wisconsin, and Minnesota Power, Otter Tail Power and Great River Energy in Minnesota as well as Alliant Energy and MidAmerican Energy in IA. Coordination with WECC allowed for the campaign to appear seamless to consumers across the Midwest and afforded MEEA greater leverage with which to negotiate favorable terms with manufacturers and retailer partners. WECC demonstrated expertise in negotiating financial and logistical contributions from industry partners, recruiting retailers, organizing advertising in local markets, and administering the fulfillment of incentives.

In most areas, field representation was provided by EA Langenfeld (GE Rep group). EA Langenfeld was instrumental in delivering POP signage, rebate coupons, and faxing updates to the Ace, True Value and Do it Best stores in all states. EA Langenfeld also assisted in the initial recruitment of stores in MN, MO, IL, and IN.

Industry Partners

MEEA and WECC (on behalf of Focus on Energy, Minnesota Power, Otter Tail Power, Great River Energy, Alliant Energy and MidAmerican Energy) issued a joint request for proposal to collaborate on the Change a Light, Change the World promotion to manufacturers and retailers. Through a competitive bid process, Ace Hardware Corporation, Do It Best, True Value and General Electric (GE) along with Home Depot, and TCP were selected as the primary retailers* and manufacturer teams to support the promotion. In the ComEd service area, Menards along with Osram Sylvania was also included in the promotion. The decision to select these retailers was determined by the following factors:

- Ace Hardware had the widest distribution of stores throughout each sponsors service territory of any retailer. In select areas where the number of Ace stores is limited, True Value and Do it Best retailers were also selected.
- Ace retailers along with GE had hosted the promotion for the last 5 years, which allowed MEEA and WECC to build on existing relationships and avoid the expense of building new ones.
- GE's offer of financial support including a \$.55 contribution to a \$2 instant rebate, cooperative advertising support, and printing of point of sale materials (POS) was greater than their competitors.
- Home Depot and Menards are major retailers that offered the potential to sell a large volume of CFLs in select utility service areas.
- GE was the only manufacturer to offer the use of its merchandising contractors (EA Langenfeld) to provide in-store support including recruiting stores as well as retailer training at select stores.

* Please note that in the Kansas City Power and Light and Columbia Water and Light service area, MEEA also worked with GE and HyVee Grocery stores. This decision was made due to the fact that there were limited participating Ace Hardware stores in this service area. The product offering at these HyVee locations and financial support from GE was very similar to the Ace Hardware program.

Promotion Strategy

In order to achieve a sustainable increase in the penetration of ENERGY STAR qualified CFLs in targeted markets, a promotion must work to expand both supply and demand. To accomplish this MEEA once again chose to employ a combination of push and pull strategies for the Change a Light, Change the World campaign.

- To facilitate supply (market pull): Program resources were leveraged to gain financial and logistical support from CFL manufacturers and retailers, vesting their interest in the success of the promotion. These partnerships allowed MEEA to influence the product and price offered through the promotion. In addition, MEEA gained Ace, Do it Best, True Value, GE, Home Depot Corporate, TCP, Menards and Osram Sylvania's endorsement of the campaign. The approval of the corporate offices aided in the recruitment of independent hardware retailers and Home Depot and Menards locations. Furthermore, it was necessary to work with these allies to ensure a sufficient supply of CFLs to accommodate the promotion plan.
- *To increase demand (push):* The program utilized a \$2 instant rebate at Ace, Do it Best and True Value locations and a markdown / buy down program at Home Depot and Menards coupled with

consumer education on the benefits of CFLs through radio, print advertising, press release and point of sale materials.

Promotion Design and Process

Coordination

A "top down" communication strategy was utilized to leverage existing manufacturer and retailer infrastructure and communication channels in the coordination of the Change a Light, Change the World promotion. This approach utilized existing communication channels, increasing the promotion's effectiveness while holding down costs.

Manufacturer and retailer buy-in is key to the success of any retail-based promotion initiated by a third party. To ensure buy-in, MEEA and WECC worked closely with the Ace Hardware, True Value and Do it Best Cooperative along with TCP and Menards to design a promotion that would appeal to independently owned hardware stores and to the corporately owned Home Depot and Menards stores. In addition, Ace used its buying power to help MEEA and WECC negotiate favorable terms with GE.

Many of the Ace Hardware retailers organize themselves into regional advertising cooperatives designed to share the cost of advertising in their respective markets. Moving down the distribution chain, WECC worked with these regional groups to coordinate the recruitment of individual retailers and the placement of advertising.

This top down strategy proved effective in quickly gaining buy-in from the stakeholders. Further, it addressed all of the channels necessary to coordinate the efficient distribution of product, promotional materials, and information to participants.

Target Markets

As mentioned previously, funding constraints required MEEA to narrow the scope of the Change a Light, Change the World promotion to specific targeted markets within each sponsor's service territory. Target markets were selected based on a number of considerations including:

- Sponsor preferences.
- The size and composition of local Ace Hardware advertising cooperatives and their volume potential.
- The availability of media and cost of advertising.
- Proximity to local sponsor's offices.
- The existence of any advertising groups

Product and Pricing

The product strategy for the Change a Light, Change the World campaign was designed to expand the selection of product, while offering maximum value. To accomplish this, the following selection criteria were developed:

- Increase the selection of CFLs by encouraging retailers to offer "specialty type" CFLs
- Choose CFLs that could be offered to consumers for less than \$2 per bulb after the \$2 instant rebate or discount, while remaining profitable for retailers.
- Use only ENERGY STAR qualified CFLs in order to ensure quality and performance.

The pricing strategy for the promotion aimed to achieve the following goals:

- Provide consumers with an exceptional value as an incentive to try ENERGY STAR qualified CFLs.
- Establishing a low price point (before rebate) in targeted markets.
- Allow retailers to make a sufficient profit to motivate them to continue to promote ENERGY STAR labeled CFLs.

MEEA worked closely with Ace, Do it Best, True Value and GE to choose nine models of CFLs that could meet all of the aforementioned product and pricing criteria. A \$2 instant rebate was offered in conjunction with the promotion in order to ensure an exceptional value for participating consumers. This instant rebate was funded cooperatively by state and utility sponsors and GE. The following table details the products, approximate price points and instant rebates offered during the promotion.

GE Model Number	CFL Wattage	Suggested Retail Price	Instant Rebate Amount	State/Utility contribution	GE Contribution	Price After Rebate
41520	15W	2.99	2.00	1.45	.55	.99
15516	20W	3.48	2.00	1.45	.55	1.48
15517	26W	3.76	2.00	1.45	.55	1.76
24684	32W	8.99	2.00	1.45	.55	6.99
47448 (3 way)	29W	9.99	2.00	1.45	.55	7.99
21733 (A line)	15W	5.99	2.00	1.45	.55	3.99
49895 outdoor bug light	11w	6.99	2.00	1.45	.55	4.99
49894	11w	6.99	2.00	1.45	.55	4.99
20708 (R30)	15W	5.99	2.00	1.45	.55	3.99
21710 (Dimmable)	15W	10.99	2.00	1.45	.55	8.99
21739 (Par)	26W	7.99	2.00	1.45	.55	5.99

It is important to note that although most retailers followed the suggested retail prices established by MEEA and the corporate offices, a minority chose to sell the bulbs at either a higher or lower price. Because the participating hardware stores are independently owned, Federal antitrust legislation prohibits the standardization of prices or "price fixing".

MEEA worked with TCP to choose four models of Commercial Electric and Envision multi pack CFLs that were available at Home Depot Locations. The following table details the products, price points and instant rebates offered during the promotion.

Model Number	CFL Wattage	Suggested Retail Price	Instant Rebate Amount	State/Utility contribution	Price After discount
292-460 (6 pack)	14W	9.97	4.00	4.00	5.97
591-830 (4 pack)	23W	9.97	3.00	3.00	5.97
423-599 (4 pack)	14w	7.97	2.50	2.50	5.47
161-301	23w	7.97	1.50	1.50	6.47

MEEA worked with Menards and Osram Sylvania and chose a 14w 2 - pack. The following table details the product, price point and instant rebate offered during the promotion at participating Menards locations:

Model Number	CFL Wattage	Suggeste d Retail Price	Instant Rebate Amount	State/Utility contribution	Price After discount
29161 (2 pack) coupon	14W	5.95	3.97	3.00	1.98
29161 (2 pack) buy-down	14W	5.95	3.97	2.40	1.98

Quantity Restriction

As part of the 2006 promotion MEEA established a quantity restriction of twelve ENERGY STAR qualified CFLs per instant rebate claim form for purchases made by consumers at retail store locations in all sponsor service areas except Missouri. A quantity restriction of six ENERGY STAR qualified CFLs per instant rebate claim form was enforced for purchases made at retail locations in Missouri.

Allocation Strategy

In order to prevent oversubscription, MEEA and WECC employed an allocation strategy designed to limit the number of CFLs that retailers could purchase from GE for the promotion. The limit was based on the available rebate budget in each area. Retailers were encouraged to purchase as many CFLs as they thought they could sell prior to the start of the promotion, with the understanding that their orders would be reduced by a percentage across the board in the local state or utility's area in the event orders exceeded the allocation. In the event initial orders did not exceed the allocation retailers would be allowed to purchase the remaining CFLs in whatever quantities they wanted on a first-come, first-served basis. WECC issued letters to retailers each time they ordered CFLs alerting them to the maximum number of bulbs they would be allowed to sell using the instant rebate.

If initial orders did not exceed the allocation in any of the targeted markets and retailers were allowed to purchase the remaining CFLs on a first-come, first-served basis. EA Langenfeld monitored the allocation and closed the offer to retailers in each market when they reached the maximum allocation. This system required a significant amount of coordination between WECC and EA Langenfeld, which was time consuming. It did, however, prove highly effective in controlling the volume of CFLs sold by retailers in each market.

For participating Home Depot and Menards locations (except in Alexandria and Willmar where coupons were used), the allocation strategy was set up in a different manner. MEEA provided TCP and Osram Sylvania with a bulb allocation for each store or group of stores prior to the promotion launch date. Once the promotion started, TCP and Menards provided weekly sales data showing the total number of bulbs that each store sold. When the weekly cumulative sales data met the total allocation, Home Depot and Menards ended the promotion. This method worked very well to control over subscription.

Retailer Recruitment

The recruitment of local retailers in targeted markets across a broad geographic region and on a limited budget was accomplished in part by working through contacts made with the advertising

cooperatives during previous promotions. As mentioned previously, many of the participating hardware retailers organize themselves into regional advertising cooperatives for the purpose of sharing in the cost of common advertising. Through this method, they benefit from economies of scale, pooling their funds to purchase more prominent advertising than they would be able to buy individually. Working through these groups provides MEEA the same opportunity to benefit from these economies, allowing us to negotiate agreements to share in the cost of common advertising with cooperative members. Because these groups choose promotions and place advertising on behalf of the entire group, participation in the promotion was mandatory for all members in the event a majority chose to participate. Cooperative advertising dollars were used to gain the participation of each group in targeted markets. This system for recruitment continues to be highly effective without incurring the costs associated with visiting retailers individually. It also meets Ace Hardware Corporation's requirement that the promotion be offered to all retailers equally in each market. In more rural areas, and in target markets where there was no group advertising association, EA Langenfeld and WECC staff made personal recruitment visits to prospective stores.

In the state of IL, ComEd also included a low income, free CFL component to the promotion. ComEd provided additional funding to distribute 4, 60W equivalent CFLs to participants in the LIHEAP program. These free CFLs were distributed to the LIHEAP participants through the participating Ace, Do it Best and True Value locations. ComEd stated that it was very important that that the LIHEAP participants be able to have easy access to the participating retailers distributing the free CFLs. In order for this LIHEAP CFL program to be successful, it was important that as many of the eligible retailers as possible in the key LIHEAP coverage areas be signed up for the promotion. In the ComEd service area, major recruitment efforts were put in place to sign up participating retailers. Between WECC and EA Langenfeld, 9 field reps and staff members canvassed the ComEd service area and made personal recruitment visits to all eligible locations. In order to recruit the stores in the most efficient manner possible, mapping software was used to plot out the locations of the eligible retailers. Field reps were then assigned lists of stores they were responsible for recruiting. While this recruiting method was very labor intensive, it proved to be effective. Over 65% of the eligible retailers signed up as participants.

For the participating Home Depot and Menards stores, individual store recruitment was not necessary. The Home Depot and Menards Corporate office provided a commitment that the stores in the participating utility areas would participate and the stores were not offered individual coop dollars due to the fact that Home Depot and Menards are unable to easily create ads for specific store locations.

Advertising

The Change a Light, Change the World advertising strategy was formulated to leverage the public relations value of the promotion and cooperative advertising dollars to gain retailer support for both the placement and cost of advertising. When possible, 75% matching contributions were offered toward the cost of advertising to each of the Ace, Do it Best and True Value Hardware individual stores not part of an advertising group. One new addition to the 2006 campaign was that MEEA created a CFL ad template. By creating this ad template, it made the approval process much more efficient. The only requirement was that the retailer needed to use the correct sponsor logo. An example of the ad template is included in this final report.

A budget was set for advertising in each target market based on the cost of advertising, quality of media, and unit sales goals. Each Ace Hardware advertising group used its knowledge of local market conditions and media to customize an advertising plan that maximized the exposure purchased with advertising funds.

Media included print advertising in newspapers, "shoppers" and placement in Ace Hardware circulars. The most efficient means of advertising the promotion in a number of markets was through Ace Hardware circulars. Ace Hardware advertising groups pool their funds to purchase and distribute these circulars in newspapers and via direct mail. All of the advertising groups purchase the circulars from either Ace Hardware Corporate or Atlantic Press, a private advertising firm. Both companies designed an ad for each circular, which was customized with local sponsor information. The economies of scale achieved by making a "bulk purchase" of advertising in cooperation with the advertising groups allowed the largest possible number of consumers to be touched with the available funds. In the ComEd service area, MEEA worked with the True Value marketing manager and provided funding to support a region wide radio advertising campaign on WGN radio.

MEEA required print advertising to include the Change a Light, Change the World ENERGY STAR logo, sponsor logos, price after instant rebate, and language stating who sponsored the instant rebate. MEEA mandated that radio advertising mention Change a Light, Change the World, include language stating who sponsored the instant rebate, and price after instant rebate. It was further recommended retailers communicate the following feature/benefit information in advertising:

- Use 66% less energy than incandescent light bulbs
- Last up to ten times longer
- Fit in many of the same applications
- Are just as bright

The Change a Light, Change the World logo and theme served to tie the local promotion to other regional and national campaigns. Including sponsor logos and language added credibility to the offering while maximizing the public relations value realized by sponsors. Incorporating feature/benefit information worked to communicate the key selling points for the idea of switching from incandescent light bulbs to CFLs.

For the participating Home Depot and Menards stores, the stores were not offered individual coop dollars due to the fact that large corporate retailers are unable to easily create ads for specific store locations. In the ComEd service area, MEEA created Change a Light print ads that mentioned all participating retailers. These ads were run numerous times in the Chicago Tribune and Sun Times.

Point of Sale Materials

In order to reduce costs and ensure that MEEA's sponsors received the most comprehensive in-store display for their dollar, it was decided once again to use the same point of sale (POS) template for the materials created for Wisconsin's Focus on Energy program. Each state's materials were customized with the logos of only the local sponsors in that state. These eye catching pieces highlighted the features and benefits of ENERGY STAR qualified lighting including:

- Use up to 66% less energy
- Last up to 10 times longer
- Save an average of \$30.00 in energy costs over the life of each ENERGY STAR qualified bulb.

As in previous promotions, point of sale materials were delivered to individual stores using E.A. Langenfeld and WECC representatives. Due to the larger scale of the 2006 promotion, MEEA also utilized the services of a mailing house to deliver point of sale promotional materials to the participating retailers in the ComEd service area and parts of Minnesota and Missouri. The mailing house services proved to be a very cost effective option. For the stores that received promotion materials via the mailing house, phone calls were made to all stores 3-4 days prior to the start of the

promotion to verify that the retailers received all coupons and signage. Retailers were provided with the following materials:

- Directional signage (Attachment D)
- Shelf Shouters (Attachment E)
- Promotional banners (Attachment F)
- Reward forms(Attachment G)
- A promotional outline (Attachment I)

Bill Stuffer

Utility bill stuffers / inserts continue to be one of the most effective tactics to promote the Change A Light Campaign. Ameren UE, ComEd and Columbia Water and Light were 3 of the sponsors that implemented a bill insert / news letter program. Retailers from these service areas commented that consumers were actually bringing the bill inserts to the stores. When chosing to use a bill insert or announce the promotion in a newsletter, it is very important to make sure that the delivery date of this information properly coincides with the dates of the promotion. In the Ameren UE service area, the newsletter featuring the promotion was sent out to consumers in the St. Louis area after the promotion had ended. The call center received hundreds of phone calls from Ameren UE consumers stating that they were unable to find the discounted bulbs at the participating retail locations.

Toll Free Line

A toll free line was set up in support of this promotion. All promotional materials included the toll free number, which connected customers to a call center staffed by WECC. The line launched on September 15th and as of 2/28/07, 2118 consumer calls had been received.

Results

The chart below summarizes the number of CFLs sold, the unit sales goal, number of participating retailers, number of customers served and energy savings gained in each sponsors service territory.

	Ameren UE	MO DNR	City Utilities	Columbia Water and Light	Aquilla	Empire District	KC Power and Light	MO IPL
# participating retailers	28		1	3	6	6	8	2
CFL goal	73,241	15,624	20,000	10,025	10,207	11,191	24,292	3,500
# CFLs ordered by retailers	61,932		19,692	8,624	9,409	11,385	25,000	3,504
# CFLs purchased by consumers	53,170	15,954	11,902	3,063	9,273	9,861	24,087	2,147
Annual kWh savings	2,716,987	815,249	608,192	156,519	473,850	503,897	1,230,845	109,711
Lifetime kWh savings	19,018,909	5,706,746	4,257,345	1,095,635	3,316,952	3,527,280	8,615,919	767,981

	ComEd	IP&L	XCEL	SMMPA	Willmar	Alexandria	MN DOC	Moorhead	Totals
# participating retailers	310	14	29	11	1	2		2	423
CFL goal	1,000,000	10,466	62,740	12,694	2,222	2,662	6,249	4,040	1,269,153
# CFLs ordered by retailers	1,304,380	12,842	62,000	5,468	2,222	2,996		4,040	1,533,494
# CFLs purchased by sponsor consumers	1,283,222	10,213	61,059	6,968	617	1,874	6,212	3,199	1,502,821
Annual kWh savings	65,572,644	521,884	3,120,115	356,064	31,528	95,761	317,433	163,468	76,794,153
Lifetime kWh savings	459,008,509	3,653,190	21,840,804	2,492,454	220,700	670,329	2,222,032	1,144,282	537,559,071

* includes total bulbs sold by participating Home Depot stores

Lessons Learned

Sponsor Commitment and Program Planning

To ensure there is sufficient time allowed for the planning process and to minimize time spent coordinating changes with manufacturer and retailer partners for the campaign, sponsor commitments should be confirmed as early as possible, ideally before the manufacturer and retailer partner RFP is issued in March and no later than June 1st of the year of the campaign. Securing late commitments from sponsors can negatively impact the supply of bulbs regionally, as was evident in the most recent promotion.

Additionally, when sponsors develop in-house marketing strategies in conjunction with the existing campaign marketing efforts, it is also important that the advertising plans are finalized and shared with MEEA prior to the recruitment of stores. The amount of dollars spent on advertising the campaign heavily influences the number of units retailers order prior to the launch of the campaign. Some retailers complained that they didn't have enough product on hand to meet demand when advertising hit their market because promotional strategies were developed after initial orders were placed.

"Big Box" Retailers - Advantages and Challenges

Choosing to partner with large "big box" retailers on CFL promotions offers some great advantages. The Home Depot and Menards are the largest home improvement retailers in the Midwest with many stores located within the MEEA sponsor's service areas. These stores are typically located in prime retail locations, receive an incredible amount of foot traffic on an every day basis and are capable of selling large volumes of CFLs. Additionally, due to the buying power of the big box retailers, MEEA sponsors were able to offer their consumers CFLs that were priced as low at \$0.99 per bulb while only paying as little as \$0.85 - \$1.20 per bulb for the rebate. Conversely, for the CFL promotions that ran at independently owned hardware stores, MEEA sponsors can also offer their consumers CFLs priced as low at \$0.99 but the sponsor rebate contribution is \$1.45 per CFL. However, one significant differentiation is these price points were also made possible because these promotions did not use coupons – they were mark-down or buy-down based promotions. At the Menards that did use coupons – the price was actually higher – sponsors contributed \$1.50 per unit.

While there are some great benefits to using big box retailers, there are also some challenges associated with large retailers. After two years of running promotions at Home Depot and after talking with other program administrators nationwide it has been consistently observed and reported that displaying point of sale signage presented challenges at the participating Home Depot locations. In a number of cases, field reps visited participating locations and put up the signage only to receive a report within the next week, that the point of sale signage had been removed. Menards however seems to do a much better job at keeping POP up for the duration of the campaign.

Additionally, one final major challenge in working with the big box retailers is retailer training. Training all staff at big box locations on the promotion is just not possible – the number of staff working in these stores combined with high turn-over makes training staff on the product and promotion benefits too cost intensive to incorporate into this promotion. Smaller hardware stores are better equipped to relay promotion information and get behind the messaging of the campaign because they are often independently owned and have smaller sized staff per store.

Overlapping Promotions and Spillage

In Minnesota and Missouri, there are numerous utility sponsors participating in the promotion. In many areas of these states, there are situations where multiple participating and non-participating utility consumers shop at the same retail locations. When this occurs, one sponsor may expend their total allocation while another still has significant allocation left but in order to prevent oversubscription for the sponsor that has hit their allocation limit, the promotion

has to be cut off. This occurred in the SMMPA service area. SMMPA member utilities are surrounded by Great River Energy (GRE) coops. After the first week of the promotion, GRE had spent (allocated) its entire budget and retailers were told they could no longer order product, even though the SMMPA utilities still had a significant budget left. Given the ratio of customers shopping in this area, if retailers had been allowed to continue ordering product until SMMPA's allocation had been met, GRE would have been way over budget. While the State of Minnesota provides money to cover rebates that are redeemed by non-participating utility sponsors that could have been used to alleviate this situation – there wasn't enough money from the state to cover the rebates needed to expend SMMPA's full budget. Possible solutions to this situation would be to either increase the state budget or move to a coupon less promotion (mark-down or buy-down) that allows utilities to claim savings for dollars spent on CFLs without having to prove that their customers purchased the CFLs.

In Missouri, spillage continued to be an issue for the 2006 campaign. Spillage occurs when neighboring and nonparticipating utility consumers purchase discounted CFLs through the promotion, negatively impacting the utility goal of the given territory. For example, in the City Utilities of Springfield service area, the participating Ace hardware store sold close to 20,000 CFLs but over 7,000 of them were purchased by consumers from neighboring and nonparticipating utilities.

Utility Bill Stuffers

Utility bill stuffers are a highly effective means to advertising the Change a Light promotion and helps reduce spillage by directly targeting the participating utility's customers. MEEA strongly encourages sponsors to consider using bill stuffers on future Change a Light promotions. In areas where bill inserts were utilized, many retailers within these service areas commented that numerous consumers were bringing the bill inserts to the stores and that they were effective at driving sales.

However, for a bill stuffer to be effective, timing is essential. There were several sponsors this year that either sent bill stuffers out too early or too late in the campaign. In one service territory, the bill stuffer went out too early and the campaign had to be started prior to the October 1st campaign launch, which complicated product supply and shipping and POP delivery. In another service territory, the bill stuffer went out after most of the bulbs had been sold out, resulting in numerous customer complaints to the utility and campaign call center.

Conclusion

The 2006 Change a Light, Change the World promotion was a big success for MEEA and its program sponsors. MEEA secured funding from 16 sponsors across four states. Additionally the promotion leveraged over \$312,000 in matching rebate dollars from the manufacturer, not including advertising and point of sale support. 423 retailers participated in the promotion and 32 different Ace regional ad groups and individual stores ran the promotion in their monthly circulars or created individual Change a Light advertisements.

As a result of the 2006 Change a Light Change the World promotion over 1,500,000 CFLs were sold in the region, translating to almost 540,000,000 kWh savings over the life of the CFLs, saving enough energy saved to keep 645,071 tons of C0₂ from being released into the atmosphere and equaling the removal of over 86,000 cars from the road.

Attachment A - Participating Retailers Illinois, Ace:

LENS ACE HDWE INC	30 W LAKE ST	ADDISON	IL	60101	630-543-8882
ACE HARDWARE	985 ROUTE 59	ANTIOCH	IL	60002	847-395-0426
		ARLINGTON			
SHERWIN ACE HARDWARE	1705 W CAMPBELL ST	HGHTS	IL	600051517	847-255-3113
ACE HARDWARE	2144 W GALENA BLVD	AURORA	IL	60506	630-897-5300
ACE HARDWARE	994 N LAKE ST	AURORA	IL	60506	630-897-9227
BUIKEMA'S ACE HARDWARE	2300 S EOLA RD	AURORA	IL	60504	630-692-2500
DG ACE HARDWARE	1955 NEW YORK ST.	AURORA	IL	60502	630-898-1800
BARRINGTON ACE HDWE INC.	189 W NORTHWEST HWY	BARRINGTON	IL	60010	847-381-3936
BARTLETT ACE HARDWARE	136 BARTLETT PLZ	BARTLETT	IL	601034234	630-837-5101
ACE HARDWARE	1901 W WILSON ST	BATAVIA	IL	605101679	630-879-1330
BELVIDERE ACE HARDWARE	302 MEADOW ST	BELVIDERE	IL	61008	815-544-9888
LAHO ACE HARDWARE	5 N YORK RD	BENSENVILLE	IL	601062140	630-766-6700
BERWYN ACE HARDWARE	6316-18 OGDEN AVENUE	BERWYN	IL	60402	708-795-6060
TELE-TRON ACE HARDWARE	6604 CERMAK RD	BERWYN	IL	604022325	708-484-5500
LEN'S ACE HARDWARE	272 W LAKE ST	BLOOMINGDALE	IL	60108	630-523-5486
WHITMORE ACE HARDWARE	237 N FRONT ST	BRAIDWOOD	IL	604081734	815-458-9850
DUKES ACE HDWE	5634-40 W 87TH ST	BURBANK	IL	60459	708-422-4000
ZIEGLER'S ACE-ELGIN	806 W ARMY TRAIL RD	CAROL STREAM	IL	60188	630-213-3400
ZIEGLER'S ACE-ELGIN	MEADOWDALE SHPG CTR RT 25	CARPENTERSVILLE	IL	60110	847-426-4888
ZIEGLER'S ACE-ELGIN	NW HWY CARY SQ SHPG CTR	CARY	IL	60013	847-516-0600
ACE HARDWARE	1013 N ASHLAND AVE	CHICAGO	IL	60622	773-486-1271
ACE HARDWARE	3535 W ARMITAGE AVE	CHICAGO	IL	60647	773-235-7714
ACE HARDWARE	24 W MAPLE ST	CHICAGO	IL	60610	312-787-6887
ARCHER-AUSTIN ACE HDWE	6146 S ARCHER AVE	CHICAGO	IL	606382641	773-582-8885
DEJAY'S ACE HARDWARE	10340 S KEDZIE AVE	CHICAGO	IL	606552016	773-233-1510
EDGEBROOK ACE HARDWARE	5423 W DEVON AVE	CHICAGO	IL	606464105	773-775-7205
ELSTON ACE HARDWARE	11810 S WESTERN AVE	CHICAGO	IL	606434734	773-239-1600
ELSTON ACE HARDWARE	2101 E 71ST ST	CHICAGO	IL	60649	773-955-9600
ELSTON ACE HARDWARE	4100 S ARCHER AVE	CHICAGO	IL	60632	773-523-2900
ELSTON ACE HDW/CTR INC	5420 S LAKE PARK AVE	CHICAGO	IL	60615	773-241-6300
ELSTON ACE HDW/RENTAL					
CTR	2825 W BELMONT AVE	CHICAGO	IL	606185801	773-463-1100
ELSTON ACE HDWE & RENTAL	1514 W 33RD ST	CHICAGO	IL	60608	773-247-6100
GORDON'S ACE HDW-					
ORLEANS	440 N ORLEANS ST	CHICAGO	IL	606104410	312-527-4200

HYMAN'S HARDWARE	8614 S COMMERCIAL AVE	CHICAGO	IL	606172535	773-721-4644
JEFFERY ACE HDWE STORE	2101 E 95TH ST	CHICAGO	IL	606174762	773-978-4566
JUIRIS ACE HARDWARE	2318 N CICERO AVE	CHICAGO	IL	60639	773-237-8020
KING'S ACE HDWE STORE INC	4415 W MADISON ST	CHICAGO	IL	606242226	773-626-8242
LINCOLN SQUARE ACE HDWE	4874 N LINCOLN AVE	CHICAGO	IL	606251934	773-275-7077
MARX ACE HARDWARE	5830 N CLARK ST	CHICAGO	IL	60660	773-561-3323
POTASH BROS ACE					
HARDWARE	110 W GERMANIA PL	CHICAGO	IL	606101311	312-943-7155
RUSSO ACE HARDWARE	5848 W MONTROSE AVE	CHICAGO	IL	606341748	773-777-2606
SADIQ ACE HARDWARE	6324 S ASHLAND AVE	CHICAGO	IL	606362725	773-776-3848
SHANNON LUMBER COMPANY	4540 W BELMONT AVE	CHICAGO	IL	60641	773-286-4512
SOUTHWEST ACE HARDWARE	6908 W ARCHER AVE	CHICAGO	IL	60638	773-586-1209
STAUBERS ACE HARDWARE	3911 N LINCOLN AVE	CHICAGO	IL	60613	773-281-1777
UPTOWN ACE HARDWARE	4654 N BROADWAY ST	CHICAGO	IL	606405012	773-334-7146
EBEL'S ACE HARDWARE	190 W JOE ORR RD	CHICAGO HEIGHTS	IL	60411	708-755-0880
CRETE ACE HARDWARE	1050 E EXCHANGE ST	CRETE	IL	604173454	708-672-0649
ZIEGLER'S ACE-ELGIN	6000 NORTHWEST HWY	CRYSTAL LAKE	IL	600148062	815-455-2510
ACE HARDWARE	1045 E OAKTON ST	DES PLAINES	IL	600182047	847-824-7201
MATTESON ACE	1185 E DIVISION ST	DIAMOND	IL	60416	815-634-2105
KURT'S ACE HARDWARE	14529 CHICAGO RD	DOLTON	IL	60419	708-849-7800
KIN-KO ACE STORES INC	6216 MAIN ST	DOWNERS GROVE	IL	605161908	630-963-7810
ZIEGLER'S ACE-ELGIN	215 N SPRING ST	ELGIN	IL	60120	847-741-5610
ZIELGER'S ACE-ELGIN	1158 LILLIAN ST	ELGIN	IL	60123	847-695-1722
ELMHURST ACE HARDWARE	145 E 1ST ST	ELMHURST	IL	601262818	630-833-7970
MEL'S ACE HARDWARE	1028 S YORK RD	ELMHURST	IL	60126	630-279-1117
COLANDREA ACE HDWE	2728 N HARLEM AVE	ELMWOOD PARK	IL	60707	708-452-7440
LEMOI ACE HDWE	1008 DAVIS ST	EVANSTON	IL	60201	847-328-4900
ACE HARDWARE	3404 W 95TH ST	EVERGREEN PARK	IL	60805	708-422-8765
NUSSBAUM ACE HARDWARE	203 E MAPLE ST	FAIRBURY	IL	617391238	815-692-4488
ACE HARDWARE	7449 MADISON ST	FOREST PARK	IL	601301542	708-366-1100
FOX LAKE ACE HDWE	10 E GRAND AVE	FOX LAKE	IL	60020	847-587-0332
DUKE'S ACE HARDWARE	326 N LA GRANGE RD	FRANKFORT	IL	60423	815-464-5900
OLSON'S ACE HARDWARE	10135 GRAND AVE	FRANKLIN PARK	IL	601312548	847-451-1800
GENEVA ACE HARDWARE	617 W STATE ST	GENEVA	IL	60134	630-232-2245
TOBINSON HARDWARE	330 W MAIN ST	GENOA	IL	601351148	815-784-6004
LEN'S ACE HARDWARE	485 ROOSEVELT RD	GLEN ELLYN	IL	60137	630-469-4800
JOHN W WEISS ACE HDWE	1560 WAUKEGAN RD	GLENVIEW	IL	60025	847-724-3444
ACE HARDWARE HOME					
CENTER	945 E BELVIDERE RD	GRAYSLAKE	IL	60030	847-543-1129

ACE HARDWARE	4806 GRAND AVE	GURNEE	IL.	60031	847-336-0101
MARLOWE'S ACE HARDWARE	129 S STATE ST	HAMPSHIRE	IL	601400216	847-683-2821
MUTUAL ACE	1393 HALF DAY RD	HIGHLAND PARK	IL	600351741	847-432-0026
ACE HARDWARE	35 E 1ST ST	HINSDALE	IL	605214115	630-323-7750
EBEL'S ACE HARDWARE	18410 GOVERNORS HWY	HOMEWOOD	IL	60430	708-799-8286
ZIEGLER'S ACE-ELGIN	10420 ROUTE 47	HUNTLEY	IL	60142	847-669-5222
KIN-KO ACE STORES INC	1202 ESSINGTON RD	JOLIET	IL	60435	815-729-0155
HORTON'S ACE HARDWARE	60 S LA GRANGE RD	LA GRANGE	IL	605252429	708-352-2110
LA GRANGE PK ACE HDWE INC	900 E 31ST ST	LA GRANGE PARK	IL	60526	708-352-0666
ZIEGLER ACE HARDWARE	481 N RANDALL RD	LAKE/THE HILLS	IL	601566335	847-658-1783
GUS BOCK ACE HARDWARE	3455 RIDGE RD	LANSING	IL	604383125	708-474-5940
ACE HARDWARE HOME					
CENTER	155 PETERSON RD	LIBERTYVILLE	IL	60048	847-362-3340
KIN-KO ACE STORES INC	1037 E 9TH ST	LOCKPORT	IL	604413245	815-838-3310
SCHROEDER'S HARDWARE					
INC.	837 WESTMORE MEYERS RD	LOMBARD	IL	601483724	630-629-0220
WHITMORE INVESTMENT INC	210 S STATE ST	MANHATTAN	IL	604429388	815-478-3317
WHITMORE ACE HARDWARE	361 S LOCUST ST	MANTENO	IL	60950	815-468-3137
ACE HARDWARE	21711 W GRANT HWY	MARENGO	IL	60152	815-568-6547
BJORKMAN'S ACE HARDWARE	4520 W CRYSTAL LAKE RD	MCHENRY	IL	600505318	815-385-3660
MINOOKA ACE HARDWARE	855 S RIDGE RD	MINOOKA	IL	60447	815-467-7300
KIN-KO ACE HARDWARE	11600 FRANCIS RD	MOKENA	IL	604482440	708-478-3394
BUIKEMA'S ACE HARDWARE	1337 DOUGLAS RD	MONTGOMERY	IL	60538	630-892-9060
MATTESON ACE	221 BEDFORD RD	MORRIS	IL	60450	815-942-6240
NERADT HARDWARE CORP	1753 W GOLF RD	MT PROSPECT	IL	600564025	847-439-4755
ACE HARDWARE HOME					
CENTER	609 E HAWLEY ST	MUNDELEIN	IL	60060	847-566-1100
BUIKEMA'S ACE HARDWARE	1030 N WASHINGTON ST	NAPERVILLE	IL	605632700	630-355-0077
BUIKEMA'S ACE HARDWARE	5035 ACE LN	NAPERVILLE	IL	605648172	630-428-8147
BUIKEMA'S ACE HARDWARE	963 W 75TH ST	NAPERVILLE	IL	60565	630-355-3993
DOUGLAS ACE HOME CENTER	1212 S NAPER BLVD STE 117	NAPERVILLE	IL	605407399	630-983-0200
NEW LENOX ACE HARDWARE	358 W MAPLE ST	NEW LENOX	IL	604511611	815-485-3040
NORRIDGE HARDWARE INC	8330 W LAWRENCE AVE	NORRIDGE	IL	607063152	708-456-6800
NORTHBROOK ACE HDWE	3101 DUNDEE RD	NORTHBROOK	IL	60062	847-498-3020
ACE HDWE OF OAK FOREST	15541 SOUTH CICERO AVE	OAK FOREST	IL	60452	708-687-2730
DRESSEL'S HARDWARE	1137 CHICAGO AVE	OAK PARK	IL	603021836	708-386-6843
P J'S ACE HARDWARE	7 CHICAGO AVE	OAK PARK	IL	60302	708-848-3600
BASLER'S HARDWARE INC.	807 W PINES RD	OREGON	IL	610619094	815-732-2788
PARK HARDWARE	9545 167TH ST	ORLAND HILLS	IL	604775993	708-460-8140
ACE HARDWARE	4500 RTE 71	OSWEGO	IL	60543	630-554-5599
MEEA Change a Light, Change the World Region					

PALATINE ACE HARDWARE INC	239 E NORTHWEST HWY	PALATINE	IL	60067	847-358-8100
DUKE'S ACE HARDWARE	7610 W 111TH ST	PALOS HILLS	IL	60465	708-974-9300
ACE PARK RIDGE INC	700 N NORTHWEST HWY	PARK RIDGE	IL	600682542	847-823-3188
BUIKEMA'S ACE HARDWARE	RT 59 & CATON FARM RD	PLAINFIELD	IL	60544	815-254-9800
KIN-KO ACE STORES INC	1151 W LOCKPORT RT 30 W	PLAINFIELD	IL	60544	815-436-3107
RICHMOND ACE HDW &					
RENTAL	10824 N MAIN ST	RICHMOND	IL	600719654	815-678-2561
RIVER GROVE HARDWARE INC	8345 BELMONT AVE	RIVER GROVE	IL	601711001	708-453-0700
BOB'S ACE HDW & HOME CTR	2710 20TH ST	ROCKFORD	IL	611091410	815-398-0111
ZANOCCO ACE HARDWARE CO	1605 N ALPINE RD	ROCKFORD	IL	61107	815-226-9004
ACE HDWE #500-I	SPARTANS SQUARE SHP CTR, 21 Terrace LN	ROMEOVILLE	IL	604461337	815-886-3456
BUIKEMA'S ACE HARDWARE	445 WEBER RD	ROMEOVILLE	IL	604464144	815-886-7082
BAUMERT'S ACE HARDWARE	821 E NERGE RD	ROSELLE	IL	601724817	630-351-2080
LEN'S ACE HARDWARE	425 E MAPLE AVE	ROSELLE	IL	601722203	630-529-2251
ACE HDWE HOME CENTER	659 RAILROAD AVE	ROUND LAKE	IL	600733236	847-546-4668
ACE HARDWARE HOME					
CENTER	817 E ROLLINS RD	ROUND LAKE BCH	IL	600732244	847-223-0190
VILLAGE ACE HARDWARE	1015 E. Church St	SANDWICH	IL	60548	815-786-8776
SCHAUMBURG ACE				004000000	0.47.005.0000
HARDWARE	560 S ROSELLE RD	SCHAUMBURG	IL	601932926	847-895-9292
	255 S MAIN ST	SENECA	IL	61360	815-357-6144
SKOKIE ACE HARDWARE	5035 OAKTON ST	SKOKIE	IL	60077	847-673-0700
ZIEGLER ACE HARDWARE	301 RANDALL RD	SOUTH ELGIN	IL	601772248	847-841-1974
DG ACE HARDWARE	2750 E MAIN ST	St. Charles	IL		630-377-2245
STERLING ACE HARDWARE	2214 E 4th St Ste 8	STERLING	IL	61081	(815) 535-0401
C.C. WAGNER & COMPANY	6401 SOUTH ARCHER RD	SUMMIT	IL	60501	708-458-0122
C.C. WAGNER & COMPANY	6401 SOUTH ARCHER RD	SUMMIT	IL	60501	708-458-0122
PARK HARDWARE	16725 OAK PARK AVE	TINLEY PARK	IL	604772715	708-429-2770
VILLA PARK HARDWARE INC	46 S VILLA AVE	VILLA PARK	IL	601812649	630-279-5100
				00555	000 000 4000
HARDWARE	2 S 541 ROUTE 59	WARRENVILLE	IL	60555	630-393-1882
ACE HARDWARE	425 W LIBERTY ST	WAUCONDA	IL	600842452	847-487-8099
ACE HARDWARE	3232 N LEWIS AVE	WAUKEGAN	IL	600872255	847-782-9900
ACE HARDWARE	239 N GENESEE ST	WAUKEGAN	IL		847-244-3000
MURPHY ACE HARDWARE	319 S RT 59	WEST CHICAGO	IL	60185	630-231-2700
ZIEGLER'S ACE-ELGIN	118 S 1ST ST	WEST DUNDEE	IL	601182042	847-428-3906
BUIKEMA'S ACE HARDWARE	1705 N MAIN ST	WHEATON	IL	60187	630-682-3636
BUIKEMA'S ACE HARDWARE	90 E LOOP RD	WHEATON	IL	601872007	630-690-0336
ACE HARDWARE OF	755 W DUNDEE RD	WHEELING	IL	600902605	847-537-5400

WHEELING					
KIN-KO ACE HARDWARE	6300 KINGERY HWY	WILLOWBROOK	IL	605272248	630-734-1647
MILLEN HARDWARE	1219 WILMETTE AVE	WILMETTE	∟	60091	847-251-3060
WHITMORE ACE HDWE & SPLY	WINCHESTER GREEN CTR, 1105 S WATER	WILMINGTON	∟	60481	815-476-7731
BOHN ACE HARDWARE	RT 47	WOODSTOCK	∟	60098	815-338-0492
ACE HARDWARE	9620 ROUTE 34	YORKVILLE	∟	60560	630-553-1900
ACE HARDWARE	2660 SHERIDAN RD	ZION	∟	600992615	847-746-1446

Illinois, True Value:

True Value Hardware	1559 Irving Park Road	Hanover Park	IL	60133	1 630 830 6664
Zimmerman True Value	745 S Buffalo Grove Rd	Buffalo Grove	IL	60089	1 847 541 3010
Chicago Coast True Value	6942 N. Western Ave	Chicago	IL	60645	1 773 743 1902
Village True Value	835 Burlington Ave	Western Springs	IL	60558	1 708 246 0892
Heyer True Value	42-46 N. Ayer St	Harvard	IL	60033	1 815 943 3345
Casper True Value	100 S. Old Rand Road	Lake Zurich	IL	60047	1 847 438 6751
Island True Value	217 E. State Rd	Island Lake	IL	60042	1 847 526 6999
Antioch True Value	488 Orchard St	Antioch	IL	60002	1 847 395 4200
Schultz True Value	7020 W Higgins Ave	Chicago	IL	60656	1 773 631 6425
Carlson True Value	125 E. Front St	Wheaton	IL	60187	1 630 668 1111
Tenebaum True Value	1138 W. Belmont	Chicago	IL	60657	1 773 935 7374
Steger True Value	3009 Chicago Road	Steger	IL	60475	1 708 755 6000
True Value Hardware	4045 W. 183rd St	Country Club Hills	IL	60478	1 708 799 1155
H & B True Value	5329 N. Milwaukee	Chicago	IL	60630	1 773 631 5966
Lembke & Sons True Value	6734 W. Pershing Rd	Berwyn	IL	60402	1 708 788 8956
Morrison True Value	130 E. Main St	Morrison	IL	61270	1 815 772 4810
Chicago True Value	3111 W. 111th St	Chicago	IL	60655	1 773 445 5200
Soukup's True Value	419 N. Main St	Glen Ellyn	IL	60137	1 630 469 0448
Zweifel Hardware	345 W. 25th Place	Chicago	IL	60616	1 312 842 1924
Brookfield True Value	9150 Broadway Ave	Brookfield	IL	60513	1 708 485 1515
Bahcall True Value	1110 Saint Charles Rd #1120	Maywood	IL	60153	1 708 343 0001
Grills True Value	4751 W. 147th St	Midlothian	IL	60445	1 708 687 8444
Lindenhurst True Value	2080 Grand Ave	Lindenhurst	IL	60046	1 847 356 3344
Dillman True Value	201 S. Main	Grant Park	IL	60440	1 773 488 7400
Plaza True Value Hardware	11813 S Michigan Ave	Chicago	IL	60628	1 773 264 2665
Linden True Value	411 Linden	Wilmette	IL	60091	1 847 251 2841
LeDonne True Value	1750 Taft Ave	Berkeley	IL	60163	1 708 449 6364
Algonquin True Value	1430 E. Algonuqin Rd	Algonquin	IL	60102	1 847 658 0053
True Value Hardware	790 W. Euclid	Palatine	IL	60067	1 847 705 9200

Roscoe True Value	5506 Elevator Road	Roscoe	IL	61073	1 815 623 6550
Hansen True Value	1625 Oakton Place	Des Plaines	IL	60018	1 847 824 7225
Meridian True Value	1015 S. Meridian Road	Rockford	IL	61102	1 815 965 9571
Valley True Value	1293 N. LaFox St	South Elgin	IL	60177	1 847 742 4011
Wendt True Value	217 E South St	Plano	IL	60545	1 630 552 3564
E & H True Value	333 Chicago Road	Paw Paw	IL	61353	1 815 627 9331
Nicholson Hardware	1131 Second Ave	Rockford	IL	61104	1 815 963 4821
Byron True Value	106 W. 2nd St	Byron	IL	61010	1 815 234 4611
Stockton True Value	116 N. Main St	Stockton	IL	61085	1 815 947 3711
True Value	4305 N. Milwaukee	Chicago	IL	60641	1 773 685 4442
Aniol True Value	13416 Baltimore	Chicago	IL	60633	1 773 646 0730
Kabbe's Industrial Supply	2550 W. Diversey Ave	Chicago	IL	60647	1 773 278 4028
South Park Hardware	16074 S. Park Ave	South Holland	IL	60473	1 708 331 0063
Pechter True Value	5946 W. Division	Chicago	IL	60651	1 773 626 4535
Lehman's True Value	3473 Broadway	Chicago	IL	60657	1 773 472 4435
Lake Forest Hardware	825 S. Waukegan Rd	Lake Forest	IL	60045	1 847 615 8949
Mundelein True Value	516 N.Seymour	Mundelein	IL	60060	1 847 566 6233

Illinois, Do It Best:

Rockton Do It Best	203 Harwick St	Rockton	IL	61072	1-815-624-6000
Craftwood Do It Best	1590 Old Deerfield Rd	Highland Park	IL	60035	1-847-831-2800
Bess Do It Best	1850 Glenview Rd	Glenview	IL	60025	1-847-724-2200
Bess Do It Best	1875 Willow Rd	Northfield	IL	60093	1-847-446-8570
Northbrook Do It Best	1941 Cherry Lane	Northbrook	IL	60062	1-847-272-8262
Warnimont Do It Best	363 Georgetown Sq	Wood Dale	IL	60191	1-630-595-5660
Crafty Beaver	1522 W. Lawrence	Chicago	IL	60640	1-773-271-2288
Crafty Beaver	3850 W. Montrose	Chicago	IL	60618	1-773-478-5510
Crafty Beaver	4306 N. Central Ave	Chicago	IL	60634	1-773-725-4432
Crafty Beaver	4810 W. Oakton	Skokie	IL	60077	1-847-673-3000
Clark/Devon	6401 N. Clark St	Chicago	IL	60626	1-773-764-3575
Shorewood Do It Best	1002 W. Jefferson St	Shorewood	IL	60431	1-815-741-2941
Gilchrist Do It Best	513 Madison	Oak Park	IL	60302	1-708-386-4982
Metro Do It Best	2260 E. 75th St	Chicago	IL	60649	1-773-734-3990
Lee's Do It Best	633 W. Pershing Rd	Chicago	IL	60609	1-773-927-8282
Fox Do It Best	11150 S. Cicero	Alsip	IL	60803	1-708-636-3500
Fox Do It Best	1 N. White St	Frankfort	IL	60423	1-815-469-3141

Illinois, Home Depot:

THD - 47TH AND WESTERN	4555 S WESTERN BLVD	CHICAGO	IL	60609	773.247.4766
THD - ALGONQUIN	200 S RANDALL RD	ALGONQUIN	IL	60102	847.854.1100
THD - ARMITAGE/CICERO	1919 N CICERO AVE	CHICAGO	IL	60639	773.622.8860
THD - BARTLETT	950 IL ROUTE 59	BARTLETT	IL	60103	630.289.6247
THD - BEDFORD PARK	7200 S CICERO AVE	BEDFORD PARK	IL	60638	708.728.9200
THD - BOLINGBROOK	105 N WEBER RD	BOLINGBROOK	IL	60490	630.771.1109
THD - BRICKYARD	2555 N NORMANDY	CHICAGO	IL	60707	773.745.9900
THD - BROADVIEW	700 BROADVIEW VILLAGE SQ	BROADVIEW	IL	60153	708.865.9900
THD - CALUMET CITY	1550 TORRENCE AVE	CALUMET CITY	IL	60409	708.730.9100
THD - CAROL STREAM	475 SCHMALE ROAD	CAROL STREAM	IL	60188	630.462.8607
THD - CHICAGO RIDGE	300 COMMONS DRIVE	CHICAGO RIDGE	IL	60415	708.952.4909
THD - CICERO, IL	2803 S CICERO AVE	CICERO	IL	60804	708.863.9600
THD - COUNTRYSIDE	140 COUNTRYSIDE PLAZA	COUNTRYSIDE	IL	60525	708.352.1550
THD - CRYSTAL LAKE	4447 US ROUTE 14	CRYSTAL LAKE	IL	60014	815.479.1030
THD - DAN RYAN	200-232 W 87TH ST	CHICAGO	IL	60620	773.602.1301
THD - DARIEN	2101 W 75TH STREET	DARIEN	IL	60561	630.271.9600
THD - DEERFIELD	655 LAKE COOK RD	DEERFIELD	IL	60015	847.564.8601
THD - DOWNERS GROVE	2000 BUTTERFIELD RD	DOWNERS GROVE	IL	60515	630.792.9600
THD - ELGIN	955 N RANDALL RD	ELGIN	IL	60123	847.622.9441
THD - ELK GROVE VILLAGE	600 MEACHAM ROAD	ELK GROVE VILLAGE	IL	60007	847.352.3325
THD - ELSTON/LEAVITT	2570 N ELSTON AVENUE	CHICAGO	IL	60647	773.289.4615
THD - EVANSTON	2201 OAKTON STREET	EVANSTON	IL	60202	847.733.9200
THD - FRANKFORT,IL	20101 LAGRANGE ROAD	FRANKFORT	IL	60423	815.464.9107
THD - GENEVA	2111 S RANDALL RD	GENEVA	IL	60134	630.262.0380
THD - GLENDALE HEIGHTS	295 E ARMYTRAIL RD	GLENDALE HEIGHTS	IL	60139	630.980.8330
THD - GLENVIEW	2850 PATRIOT BOULEVARD	GLENVIEW	IL	60025	847.400.5390
THD - GURNEE	6625 GRAND AVE	GURNEE	IL	60031	847.599.0180
THD - HOMEWOOD	17845 HALSTED ST	HOMEWOOD	IL	60430	708.647.6084
THD - JOLIET (RELO)	3001 PLAINFIELD RD	JOLIET	IL	60435	815.577.9854
THD - KIMBALL & ADDISON	3500 N KIMBALL	CHICAGO	IL	60618	773.463.6306
THD - LAKE ZURICH	670 S RAND ROAD	LAKE ZURICH	IL	60047	847.726.0707
THD - LINCOLN & MCCORMICK	6211 N LINCOLN AVENUE	CHICAGO	IL	60659	773.588.5828
THD - LINCOLN PARK	2665 N HALSTED STREET	CHICAGO	IL	60614	773.472.7740
THD - MACHESNEY PARK	1580 W LANE ROAD	MACHESNEY PARK	IL	61115	815.282.8234
THD - MATTESON	20808 CICERO AVE	MATTESON	IL	60443	708.481.1551
THD - MCHENRY	2461 RICHMOND ROAD	MCHENRY	IL	60050	815.385.9503

THD - MUNDELEIN	3200 WEST ROUTE 60	MUNDELEIN	IL	60060	847.566.6532
THD - NAPERVILLE	2920 AUDREY AVE	NAPERVILLE	IL	60540	630.426.8607
THD - NILES	901 CIVIC CENTER PLAZA	NILES	IL	60714	847.298.7547
THD - NORTH AVENUE	1232 W NORTH AVE	CHICAGO	IL	60622	773.486.9200
THD - NORTHLAKE	37 W NORTH AVE	NORTHLAKE	IL	60164	708.409.0222
THD - OAK LAWN	4060 W 95TH STREET	OAK LAWN	IL	60453	708.423.3126
THD - OAKBROOK TERRACE	17W734 22ND STREET	OAKBROOK TERRACE	IL	60181	630.261.1240
THD - ORLAND PARK	7300 W 159TH STREET	ORLAND PARK	IL	60462	708.614.9200
THD - OSWEGO	3080 ROUTE 34	OSWEGO	IL	60543	630.554.7092
THD - PALATINE	825 E DUNDEE RD	PALATINE	IL	60074	847.705.6801
THD - RANDHURST	350 EAST KENSINGTON	MOUNT PROSPECT	IL	60056	847.342.1800
THD - ROCKFORD	6930 ARGUS DR	ROCKFORD	IL	61107	815.391.8880
THD - ROUND LAKE BEACH	2050 N ILLINOIS RT 83	ROUND LAKE BEACH	IL	60073	847.223.0336
THD - SCHAUMBURG	100 BARRINGTON ROAD	SCHAUMBURG	IL	60194	847.798.8700
THD - VERNON HILLS	493 N MILWAUKEE AVE	VERNON HILLS	IL	60061	847.549.0111
THD - VOLO	27315 W HARTIGAN RD	INGLESIDE	IL	60041	847.973.8196
THD - W DUNDEE/CARPENTERSVILLE	251 SPRING HILL ROAD	CARPENTERSVILLE	IL	60110	847.783.0766
THD - WAUKEGAN	2001 BELVEDERE RD	WAUKEGAN	IL	60085	847.625.1020
THD - WEST AURORA	1250 N ORCHARD RD	AURORA	IL	60506	630.907.1480
THD - WEST NILES	8650 DEMPSTER STREET	NILES	IL	60714	847.967.3200
THD - WOODRIDGE	7200 WOODWARD AVE	WOODRIDGE	IL	60517	630.795.1950

Illinois, Menards:

MENARDS BATAVIA	300 N. Randall Road	Batavia	IL	60510-9218	630-761-0017
MENARDS BOLINGBROOK	290 N. Bolingbrook Drive	Bolingbrook	IL	60440-2380	630-972-0377
MENARDS BRADLEY	1260 Christine Drive	Bradley	IL	60915-1276	815-936-1820
MENARDS BRIDGEVIEW	9140 South Harlem Avenue	Bridgeview	IL	60455-2104	708-233-6672
MENARDS CARPENTERSVILLE	2300 Randall Road	Carpentersville	IL	60110	847-783-0250
MENARDS CHICAGO	2601 N. Clybourn Avenue	Chicago	IL	60614-1003	773-880-5954
MENARDS CHICAGO	4626 West Diversey	Chicago	IL	60639-1829	773-685-8677
MENARDS CICERO	2333 S Cicero Ave	Cicero	IL	60804	708-780-0260
MENARDS CRESTWOOD	13120 River Crest Drive	Crestwood	IL	60445	708-385-0392
MENARDS CRYSTAL LAKE	4850 Route 14	Crystal Lake	IL	60014	815-459-7080
MENARDS DANVILLE	36 East West Newell Road	Danville	IL	61834	217-442-9507

MENARDS DOLTON	14975 Lincoln Avenue	Dolton	IL	60419-2474	708-868-0127
MENARDS ELGIN	825 S. Randall Road	Elgin	IL	60123	847-742-8862
MENARDS FOX LAKE	1400 S. U.S. Hwy 12	Fox Lake	IL	60020-1253	847-973-3050
MENARDS FREEPORT	1211 West Galena Avenue	Freeport	IL	61032	815-235-0010
MENARDS GLENDALE HEIGHTS	521 E. North Ave	Glendale Heights	IL	60139	630-545-2247
MENARDS GURNEE	6401 Grand Avenue	Gurnee	IL	60031	847-855-8306
MENARDS HANOVER PARK	900 Irving Park Road	Hanover Park	IL	60133-2753	630-213-8775
MENARDS HILLSIDE	101 N Wolf Rd Space C	Hillside	IL	60162	708-449-3640
MENARDS HOFFMAN ESTATES	2300 West Higgins Road	Hoffman Estates	IL	60195	847-885-0363
MENARDS HOMER GLEN	13956 S. Bell Road	Homer Glen	IL	60491	708-301-4960
MENARDS HOMEWOOD	17545 S. Halsted	Homewood	IL	60430-2005	708-922-3329
MENARDS JOLIET	2524 W Jefferson Street	Joliet	IL	60435	815-744-5824
MENARDS MACHESNEY PARK	10253 North 2nd Street	Machesney Park	IL	61115-1491	815-636-5121
MENARDS MATTESON	21630 South Cicero Avenue	Matteson	IL	60443	708-481-0028
MENARDS MELROSE PARK	8311 W. North Ave.	Melrose Park	IL	60160-1691	708-450-9924
MENARDS MORTON GROVE	6301 Oakton Street	Morton Grove	IL	60053	847-966-1600
MENARDS MT. PROSPECT	740 E Rand Road	Mt. Prospect	IL	60056	847-632-0291
MENARDS MUNDELEIN	120 Oak Creek Plaza	Mundelein	IL	60060	847-566-7033
MENARDS NAPERVILLE	715 Fort Hill Drive	Naperville	IL	60540	630-778-6710
MENARDS PALATINE	1775 North Rand Road	Palatine	IL	60074	847-934-9749
MENARDS PERU	5353 Mahoney Drive	Peru	IL	61354	815-224-5621
MENARDS PLAINFIELD	13441 S. Route 59	Plainfield	IL	60585-5822	815-577-3386
MENARDS ROCKFORD	2001 South Perryville Rd	Rockford	IL	61112	815-226-1736
MENARDS STERLING	3800 E. Lincolnway	Sterling	IL	61081-9758	815-622-6600
MENARDS SYCAMORE	1825 Mercantile Drive	Sycamore	IL	60178	815-899-3420
MENARDS TINLEY PARK	6851 W. 159th Street	Tinley Park	IL	60477	708-633-0014
MENARDS W. CHICAGO	220 West North Avenue	W. Chicago	IL	60185	630-876-3830
MENARDS WOODSTOCK	2100 Lake Avenue	Woodstock	IL	60098	815-206-4980
MENARDS YORKVILLE	1800 Marketview Drive	Yorkville	IL	60560	630-553-8601

Indiana, Ace:

CENTRAL ACE HARDWARE	1025 N ARLINGTON AVE	INDIANAPOLIS	IN	46219	317-357-8396
HEDLUND CORPORATION	2369 E 62ND ST	INDIANAPOLIS	IN	46220	317-255-7278
WHITE'S ACE HDW AT GEIST	10941 E 79TH ST	INDIANAPOLIS	IN	46236	317-823-0960
WHITE'S ACE HDW AT NORA	8502 WESTFIELD RD	INDIANAPOLIS	IN	46240	317-731-7050
CENTRAL ACE HARDWARE	5331 W WASHINGTON ST	INDIANAPOLIS	IN	46241	317-244-9569
G's ACE HARDWARE	5002 MADISON AVE	INDIANAPOLIS	IN	46227	317-784-4987

G's ACE HARDWARE 1285 N. STATE RD #135 GREENWOOD IN 46142 317-889-577	
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Indiana, Do It Best:

Sullivan Do It Best	6955 N. Keystone	Indianapolis	IN	46220
Sullivan Do It Best	4838 N. Pennsylvania	Indianapolis	IN	46205
Cardwell Do It Best	3205 Madison Ave	Indianapolis	IN	46227

Minnesota, Ace:

	Virginia	MN	55792	218-741-5240
210 S Washington St.	Lake City	MN	55041	651-345-3113
214 West Washington	Brainerd	MN	56401	218-829-5476
14635 S. Robert Trail	Rosemount	MN	55068	651-423-3455
65th St. off Cahill	Inver Grove Hts.	MN	55076	651-455-2228
14506 State Hwy 6	Deerwood	MN	56444	218-678-2063
406 Broadway	Alexandria	MN	56308	320-763-5200
820 Commerce Road	Long Prairie	MN	56347	320-732-2185
10809 University Ave. NE	Blaine	MN	55434	763-754-0364
375 33rd Street West	Hastings	MN	55033	651-437-3653
706 Run River Dr. S	Princeton	MN	55371	763-39-1733
1662 Market Dr.	Stillwater	MN	55082	651-439-8233
1264 West Main	Red Wing	MN	55066	651-388-6060
2201 E FRANKLIN	MINNEAPOLIS	MN	55404	612-332-4393
120 N. First Street	Montevideo	MN	56265	320-269-8721
3527 N Lexington Ave	Arden Hills	MN	55126	651-484-3327
7844 MARKET BOULEVARD	CHANHASSEN	MN	55317	952-934-8778
218 Main Street	Sandstone	MN	55072	320-245-2235
520 FREEPORT AVE	ELK RIVER	MN	55330	763-441-7521
4796 Highway 61 N	White Bear Lake	MN	55110	651-429-4288
1300 N State Street	Fairmont	MN	56013	507-238-1823
21 N. Minnesota	New Ulm	MN	56073	507-354-8851
801 HIGHWAY 284	WACONIA	MN	55387	952-442-2126
2441 BLOOMINGTON AVENUE S	MINNEAPOLIS	MN	55404	612-729-3526
101 7th Street North	Sartell	MN	56377	320-252-8359
2006 North 8th St.	St. Cloud	MN	56303	320-253-0370
6060 Labeaux Ave. NE	Albertville	MN	55301	763-497-4211
	214 West Washington14635 S. Robert Trail65th St. off Cahill14506 State Hwy 6406 Broadway820 Commerce Road10809 University Ave. NE375 33rd Street West706 Run River Dr. S1662 Market Dr.1264 West Main2201 E FRANKLIN120 N. First Street3527 N Lexington Ave7844 MARKET BOULEVARD218 Main Street520 FREEPORT AVE4796 Highway 61 N1300 N State Street21 N. Minnesota801 HIGHWAY 2842441 BLOOMINGTON AVENUE S101 7th Street North2006 North 8th St.6060 Labeaux Ave. NE	214 West WashingtonBrainerd14635 S. Robert TrailRosemount65th St. off CahillInver Grove Hts.14506 State Hwy 6Deerwood406 BroadwayAlexandria820 Commerce RoadLong Prairie10809 University Ave. NEBlaine375 33rd Street WestHastings706 Run River Dr. SPrinceton1662 Market Dr.Stillwater1264 West MainRed Wing2201 E FRANKLINMINNEAPOLIS120 N. First StreetMontevideo3527 N Lexington AveArden Hills7844 MARKET BOULEVARDCHANHASSEN218 Main StreetSandstone520 FREEPORT AVEELK RIVER4796 Highway 61 NWhite Bear Lake1300 N State StreetFairmont21 N. MinnesotaNew Ulm801 HIGHWAY 284WACONIA2441 BLOOMINGTON AVENUE SMINNEAPOLIS101 7th Street NorthSartell2006 North 8th St.St. Cloud6060 Labeaux Ave. NEAlbertville	214 West WashingtonBrainerdMN14635 S. Robert TrailRosemountMN65th St. off CahillInver Grove Hts.MN14506 State Hwy 6DeerwoodMN406 BroadwayAlexandriaMN820 Commerce RoadLong PrairieMN10809 University Ave. NEBlaineMN375 33rd Street WestHastingsMN706 Run River Dr. SPrincetonMN1662 Market Dr.StillwaterMN1264 West MainRed WingMN2201 E FRANKLINMINNEAPOLISMN3527 N Lexington AveArden HillsMN3527 N Lexington AveArden HillsMN520 FREEPORT AVEELK RIVERMN1300 N State StreetFairmontMN1300 N State StreetFairmontMN211 N. MinnesotaNew UlmMN2441 BLOOMINGTON AVENUE SMINNEAPOLISMN206 North 8th St.St. CloudMN	214 West WashingtonBrainerdMN5640114635 S. Robert TrailRosemountMN5506865th St. off CahillInver Grove Hts.MN5507614506 State Hwy 6DeerwoodMN56444406 BroadwayAlexandriaMN56308820 Commerce RoadLong PrairieMN5634710809 University Ave. NEBlaineMN55434375 33rd Street WestHastingsMN55033706 Run River Dr. SPrincetonMN553711662 Market Dr.StillwaterMN550821264 West MainRed WingMN550662201 E FRANKLINMINNEAPOLISMN551263527 N Lexington AveArden HillsMN551263527 N Lexington AveArden HillsMN55317218 Main StreetSandstoneMN553171300 N State StreetFairmontMN553304796 Highway 61 NWhite Bear LakeMN551101300 N State StreetFairmontMN553872441 BLOOMINGTON AVENUE SMINNEAPOLISMN55404101 7th Street NorthSartellMN55303206 North 8th St.St. CloudMN563036060 Labeaux Ave. NEAlbertvilleMN55301

Ace Hardware	212 W Superior Street	Duluth	MN	55802	218-722-4496
Kramer's Hardware	12 First Ave. S.	Buffalo	MN	55313	763-684-0644
Main Street Ace Hardware	7th and Main Street	North Branch	MN	55056	651-674-4408
Frattallone's Ace Hardware	9225 N Lexington Ave.	Circle Pines	MN	55014	763-783-9161
Hite ACE Hardware	740 11th St. E	Glencoe	MN	55336	320-864-3713
Arrow ACE Hardware	208 North Cedar	Owatonna	MN	55060	507-451-4966
Arrow ACE Hardware	1500 North Broadway	Rochester	MN	55906	507-282-0095
Mimbach Fleet Supply	755 Mayhew Lake Road NE	St. Cloud	MN	56304	320-252-1682
RITE ACE HDWE & RENTAL	13151 WEAVER LAKE ROAD	Maple Grove	MN	55369	763-494-8773
NICOLLET HARDWARE	3805 NICOLLET	MINNEAPOLIS	MN	55409	612-822-3121
Frattallone's Ace Hardware	4695 Shoreline Drive	Spring Park	MN	55384	952-471-7574
Ace Hardware	1300 1st St. NE	New Prague	MN	56071	952-758-4440
ACE HARDWARE	14760 PENNOCK AVENUE	APPLE VALLEY	MN	55124	952-432-1004
ACE HARDWARE	20851 HOLYOKE AVENUE W	LAKEVILLE	MN	55044	952-469-3433
Frattallone's Ace Hardware	2261 - 37th Avenue NE	Columbia Heights	MN	55421	763-788-9455
Arrow ACE Hardware	1021 15th Ave. SE	Rochester	MN	55904	507-292-6674
Frattallone's Ace Hardware	1750 Weir Drive	Woodbury	MN	55125	651-738-1697
KUIPERS ACE HARDWARE	7914 OLSON MEMORIAL HWY	Golden Valley	MN	55427	763-545-9627
Ace Hardware	7945 Highway 55	Rockford	MN	55373	763-477-5820
Frattallone's Ace Hardware	13735 Round Lake Blvd NW	Andover	MN	55304	763-712-9833
Suburban Ace Hardware	1930 N Lexington Avenue	Roseville	MN	55113	651-488-3741
JERRY'S ACE HARDWARE	523 2ND STREET	KENYON	MN	55946	507-789-5246
Arrow ACE Hardware	485 Marschall Road	Shakopee	MN	55379	952-233-5010
Emily Ace Hardware	39959 State Highway 6	Emily	MN	56447	218-763-2691
Forest Lake ACE Hardware	814 S. Lake St.	Forest Lake	MN	55025	651-464-6262
Arrow ACE Hardware	670 S. Water St.	Northfield	MN	55057	507-645-0617
Frattallone's Ace Hardware	1804 Nicollet Ave. S	Minneapolis	MN	55403	612-872-7000
Hoffmann Ace Hardware & Lumber	1320 NORTHRIDGE DR N W	Pine City	MN	55063	320-629-6363
Frattallone's Ace Hardware	3566 WINNETKA AVE N	New Hope	MN	55427	763-450-3080
D & G Ace Hardware	1417 First Ave. SW	Austin	MN	55912	507-437-8261
Grady's Ace Hardware	212 3rd St W	Monticello	MN	55362	763-295-2552
Arrow ACE Hardware	1067 4th St NE	Byron	MN	55920	507-775-6886
Frattallone's Ace Hardware	5016 County Rd 101	Minnetonka	MN	55345	952-474-5461
Hutchinson ACE Hardware	105 E. Washington Ave	Hutchinson	MN	55350	320-587-8888
Ace Hardware	1380 E. Bridge Street	Redwood Falls	MN	56283	507-637-2243
Jordan ACE Hardware	540 West Second St	Jordan	MN	55352	952-492-2845

Ace Hardware	206th St S	Moorhead	MN	56560	218-236-6905
Arrow ACE Hardware	10 17th Ave SW	Rochester	MN	55901	507-289-3321
Denny & Kathy's ACE Hdwe.	3123 Roosevelt Rd	St. Cloud	MN	56301	320-253-0370
Frattallone's Ace Hardware	650Grand Avenue	St. Paul	MN	55105	651-292-9800
Hudson's Ace	2900 E 42nd St	Minneapolis	MN	55406	612-722-8602
Ace Hardware	24 W Minnesota Ave	Glenwood	MN	56334	320-634-4770

Minnesota, True Value:

B to Z Hardware	3211 E. Main	Blooming Prairie	MN	55917
True Value Home & Hardware	820 30th Ave S	Moorhead	MN	56560

R&R ACE	845 N COMMERCIAL AVE	ST CLAIR	MO	63077	636-629-4300
WESTLAKE ACE HARDWARE #72	810 COUNTRY CORNERS	WASHINGTON	MO	63090	636-239-6761
WESTLAKE ACE HARDWARE	1614 GREEN ST	KIRKSVILLE	MO	63501	660-665-3742
ELIAS ACE HARDWARE	1719 N KINGS HIGHWAY	CAPE GIRARDEAU	MO	63701	573-335-3900
WESTLAKE HARDWARE	157 CROWN HILL RD	EXCELSIOR SPRGS	MO	64024	816-630-2770
WESTLAKE ACE HARDWARE	2305 MISSOURI BLVD	JEFFERSON CITY	MO	65101	573-636-2189
WESTLAKE ACE	206 E 2ND ST	FULTON	MO	65251	573-642-7201
WESTLAKE ACE HARDWARE	W PLAZA SHPPG CTR	MEXICO	MO	65265	573-581-6691
WESTLAKE ACE HARDWARE	HWY 24 & BUS 63	MOBERLY	MO	65270	660-263-1800
WESTLAKE ACE	1010 THOMPSON BLVD	SEDALIA	MO	65301	660.827.3630
WESTLAKE ACE	58 HWY & 71 HWY	BELTON	MO	64012	816.331.9277
WESTLAKE ACE	1205 N 7 HWY	BLUE SPRINGS	MO	64015	816.229.1177
WESTLAKE ACE	444 SOUTH WEST WARD RD	LEE'S SUMMIT	MO	64081	816.246.4494
WESTLAKE ACE	328 B EAST YOUNG ST	WARRENSBURG	MO	64093	660.429.3199
WESTLAKE ACE	10130 E STATE RT 350	RAYTOWN	MO	64138	816.353.6120
WESTLAKE ACE	1804 E. OHIO ST	CLINTON	MO	64735	660.885.1054
WESTLAKE ACE	1900 BUSINESS LOOP 70E	COLUMBIA	MO	65201	573.449.7277
WESTLAKE ACE	1910 W WORLEY	COLUMBIA	MO	65203	573.445.4012
WESTLAKE ACE	415 E 24 HIGHWAY	INDEPENDENCE	MO	64050	816.254.0411
WESTLAKE ACE	4545B SOUTH NOLAND RD	INDEPENDENCE	MO	64055	816.373.1073
WESTLAKE ACE	1000 WESTPORT ROAD	KANSAS CITY	MO	64111	816.756.2445
WESTLAKE ACE	1020 W. 103 STREET	KANSAS CITY	MO	64114	816.941.8922
WESTLAKE ACE	5009 N.E. VIVIAN RD	KANSAS CITY	MO	64119	816.454.1122
WESTLAKE ACE	5945 NE ANTIOCH RD	GLADSTONE	MO	64119	816.454.9900
WESTLAKE ACE	6201 INDEPENDENCE AVE	KANSAS CITY	MO	64125	816.231.8505
WESTLAKE ACE	2350 S CAMPBELL AVE	SPRINGFIELD	MO	65807	417.887.8926

Missouri, True Value:

Pearl Bros True Value	617 Main	Joplin	MO	64801	1 417 623 6848
Brads True Value	530 E. Mt. Vernon Blvd	Mt. Vernon	MO	65712	1 417 466 3769
Journagan True Value	1200 E. Church	Aurora	MO	65605	1 417 678 4488
Neosho True Value	1725 La Questa	Neosho	MO	64850	1 417 451 4457
Russell's True Value	1103 S. Hwy 39 Box 421	Stockton	MO	65785	1 417 276 5215
Ash Grove True Value	307 Perryman	Ash Grove	MO	65604	1 417 751 2911

Missouri, Hy-Vee:

Hy-Vee	207 NE Englewood Road	Kansas City	МО	64118
Hy-Vee	8301 North St. Clair Ave	Kansas City	МО	64151
Hy-Vee	3100 West Broadway	Columbia	МО	65203
Hy-Vee	7117 North Prospect	Gladstone	МО	65203

Missouri, Home Depot:

THE HOME DEPOT- COLUMBIA	3215 CLARK LANE	COLUMBIA	MO	65202	573.814.1900
THE HOME DEPOT- BRENTWOOD	1603 S HANLEY RD	BRENTWOOD	MO	63144	314.647.6050
THE HOME DEPOT- BRIDGETON	11215 ST CHARLES ROCK RD	BRIDGETON	MO	63044	314.291.5288
THE HOME DEPOT- TOWN AND	13929 MANCHESTER RD	TOWN AND	MO	63011	636.207.8875
COUNTRY		COUNTRY			
THE HOME DEPOT- SAINT LOUIS	10890 SUNSET HILLS PLAZA	SAINT LOUIS	MO	63127	314.909.7771
THE HOME DEPOT- SAINT CHARLES	3891 MEXICO RD	SAINT CHARLES	MO	63303	636.936.9494
THE HOME DEPOT- SAINT LOUIS	7481 S LINDBERG BLVD	SAINT LOUIS	MO	63125	314.894.6099
THE HOME DEPOT- ST LOUIS	3202 S KINGS HWY BLVD	ST LOUIS	MO	63139	314.865.0700
THE HOME DEPOT- ARNOLD	3865 VOGEL RD	ARNOLD	MO	63010	636.287.1111
THE HOME DEPOT- O FALLON	1525 HWY K	O FALLON	MO	63366	636.281.9535
THE HOME DEPOT- ST PETER	6190 MID RIVER MALL DR	ST PETER	MO	63304	636.922.1281
THE HOME DEPOT- WENTZVILLE	1920 WENTZVILLE PKWY	WENTZVILLE	MO	63385	636.327.0897
THE HOME DEPOT- FESTUS	1131 W GANNON	FESTUS	MO	63028	636.937.9601
THE HOME DEPOT- FLORISSANT	13915 NEW HALLS FERRY RD	FLORISSANT	MO	63033	314.972.0604
THE HOME DEPOT- OVERLAND	8901 PAGE AVENUE	OVERLAND	MO	63114	314.733.1534
THE HOME DEPOT- CHESTERFIELD	390 T.H.F.F. DRIVE	CHESTERFIELD	MO	63005	636.536.0675





Attachment C – Directional Sign





Attachment E - End Cap Sign

SAVINGS	WITH A	TWIST
	 Use up to 66% less energy. Last up to 10 times longer. Save an average of \$30* in energy costs over the life of each ENERGY STAR[#] qualified compact fluorescent light bulb (CFL). 	Special Price \$ Instant Rebate \$2.00 but Final Price \$
CHANGE A LIGHT DHANGE THE WORLD ENERGY STAR	Income from Sime Section City Section Sime Section Sec	mwalliance.org/cal2006 888.476.9548 With sugatus but, but for Manager managering and the statement of participants attitute tot, e and the statement of the Managering attitute tot, and the statement of participants attitute tot, attitute tot, e and the statement of the statemen



SAVINGS WITH A TWIST

ENERGY STAR[®] qualified CFLs:

- · Use up to 66% less energy.
- Last up to 10 times longer.
- Save at least \$30* in energy costs over the life of each ENERGY STAR qualified compact fluorescent light bulb (CFL).

* final savings will depend on usage and rate.

Limit 12 bulbs per customer per visit.



Regular Price \$6.98 Instant Savings \$5.00

sponsored by:





ComEd Service Area (location shown is approximation only)



Attachment G - Coupons



Rebaja Instantánea de \$2 para bombillas calificadas ENERGY STAR®

Compradas en las tiendas True Value

Esta oferta es solamente disponible para clientes residenciales de ComEd. Certifico que soy un cliente residencial de ComEd.

Por favor firme o marque con sus iniciales aquí:

Por favor complete la siguiente información:

Nombre.

Dirección_

Ciudad.....

Ciudad, Estado, Código Postal_

Teléfono (para verticación solaminia)

Nombre de la tienda

Por Favor complete lo siguiente:

Cantidad.	CFL Están	nfar Equiv.	Modelo	SKU
	15v (Capital)	60v	41520	(173799)
	20v (Euri)	75v	15516	(178152)
-	26v (Experi)	100v	15517	(179200)
	32v (Equit)	150v	24684	(578932)
	29v (Devat)	150v	47448	(578946)
-	15v (Jou-I)	60v	21733	(135056)
	15v (Refector)	65v	20708	(797123)
	15v (Inorquidat)	65v	21710	(578896)
	26v (hr 38)	90v	21739	(578916)
	11v Le pos hector	40v	49895	(897496)
	11v (Lar. do Foote)	40v	49894	(897488)
	TOTAL # de bo	mbillas x 52 =	•	Robaja Total

Fecha.



Please sign or initial here:

Please com	plete the	following	information:

street address.

city, state & zip____

daytime phone (for verification only]____

name of store where purchased

city___

enstity	CFL Stan	idard Equiv.	GE Made	I DIB SHU
	15w (Sprat)	60w	41520	(505749)
	20w (5pm)	75w	15516	(556416)
	26w (Spinit)	100w	15517	(506664)
	32w (Spini)	150w	24684	(509845)
	20w (Spni)	75w	47465	(509835)
	11w (Refector)	75w	24691	(509854)
	15w (Relation)	65w	20708	(536903)
	15w (tenning)	65w	21710	(507320)
	32w (3-m)	150w	47488	(556424)
	26w (P#38)	90w	21739	(507348)
	TOTAL Bulbs	x \$2 =	Tota	A Rebate

____ date .

While autyplies law, instant Rebate not to ense of purchase prior. Offer valid \$37/30,/36 - 13/30,/06



Instant Rebate **On ENERGY STAR® Qualified Bulbs** Purchased at True Value Offer available to Indianapolis Power and Light residential electric oustomers only. I certify that I am an Indianapolis Power and Light residential electric customer. Please sign or initial here: Please complete the following information: name_ street address_ city, state & zp_ home phone for verification only)____ name of store where purchased____ city_____ date . Please complete the following: Quantity CFL Standard Equiv. GE Model TV SKU 15w (tper) 60w 41520 (173799)
 20w (spin)
 75w
 15516
 (178152)

 26w (spin)
 100w
 15517
 (179200)
 32w (spin) 150w 24684 (578932)

29w (J-we) 150w 47448 (578946) 21733 (135056) 15w 14m 60w 15w (Refector) 65w 20708 (797123) 15w (Denming) 65w 21710 (578896) 26w (hr:38) 90w 21739 (578916) 49895 (897496) 11w (Biglight) 40w 11w Pertiets 40w 49894 (897488) TOTAL Bulhs x 52 = **Total Rebate** Limit 12 bulbs per customer. While supplies limit, betwee Returns not to rescent paraliance price. Other valid 10/05/08 - 12/25/06. NGEALIGHT

Iv electric utility company Imme Imme
reet Address Dirección ty, State & Zip sytime Phone (for ventication only) Teléfono (para venticación sciamenta)
y, State & Zip vtime Phone (for verification only) Teléfono (para verificación sciamenta)
/time Phone (for ventication only). Teléfono (para venticasión sciamente)
Telétono (para senticación oclamenta)
ne of Store Where Purchased Hy-Vee Nombre de la tienda donde comprado Hy-Vee Date / /
CiudadFecha
eek one box that best represents where this/those state to business Seleccióne la opción que mejor representa donde serà utilizada la bombilla/s:
ase complete the following: antity_CFLStandard Equiv. GE Model Cantidad_CFLEständar Equiv. Modele
15w 60w 41520 15v(Epen) 60v 41520
20w 75w 15516 20v(Expiral) 75v 15516
26w 100w 15517 TOTAL Bulbs x \$2 = Total Rebate TOTAL # de bonsbillas x \$2 = Rebajo
Attachment H - Home Depot POP



Specially priced through ComEd to save energy and money



Your Price \$5.97



Your Price \$6.97



Your Price \$5.47



Your Price \$6.47



1000





Receive four FREE* compact fluorescent light bulbs (CFLs) courtesy of ComEd.

CFLs use up to 66% less energy and last up to ten times longer than standard bulbs.

By replacing four frequently used light bulbs with CFLs, you could save about \$16 per year** on your electricity bill.

For more information, and to find the participating store nearest you, please visit www.ComEdCARE.com or call 888-806-CARE.



*Dirrois law requires participants to pay applicable sales tax **Actual savings will depend on usage and rate.

Hurry! Offer valid 10/1/06 - 10/21/06, while supplies last at participating Ace, Do It Best, and True Value stores.



MEEA Change a Light, Change the World Regional Campaign 2006

Attachment J - Bulb Sale Ad



• Changing a light bulb is one of the easiest energy efficiency improvements Indianapolis residents can make. All it takes is screwing in an ENERGY STAR[®] qualified compact fluorescent light bulb, or CFL.

Change a Light, Change the World

- The "Change a Light, Change the World" campaign has a simple message: When you change your next light bulb or fixture, make sure it is ENERGY STAR qualified.
 - Save money on your electric bills for years to come.
 - Reduce demand on the area's electricity generation and distribution systems.
 - Help keep our environment clean for future generations.
 - Get the same bright, warm light you find with traditional incandescent light bulbs.
 - Added convenience because ENERGY STAR qualified light bulbs last up to 10 times longer than incandescent light bulbs.
 - And during the "Change a Light, Change the World" program, you can save money right now with a special \$2 instant rebate on ENERGY STAR qualified CFL purchases of six or less from Aquila, the City of Independence Power & Light Department, Kansas City Power & Light, and the Missouri Department of Natural Resources.

Why Switch?

- There are a variety of good reasons to make the switch. Just to recap and summarize...
 - **Immediate Savings:** During the "Change a Light" program, area residents can purchase ENERGY STAR qualified CFLs for as little as \$.99 each at select Ace Hardware and HyVee locations.
 - Savings for Years to Come: Save at least \$60 in energy costs simply by replacing the five most frequently used light fixtures, or the bulbs in them, in your home with ENERGY STAR qualified CFLs..
 - **Reduced Energy Consumption:** CFLs use up to 66 percent less energy than incandescent bulbs. Switching to CFLs reduces demand on the electric system and helps ensure a reliable supply of energy for our residents and businesses.
 - A Brighter Earth: When you use ENERGY STAR qualified products, you actively reduce the amount of fossil fuels, such as coal, burned to produce electricity. This prevents pollution and combats global climate change by reducing greenhouse gas emissions.

- **Convenience:** CFLs last up to 10 times longer than standard incandescent bulbs. That's more than four years under typical use. You'll benefit from not having to replace burned-out light bulbs as often particularly those hard-to-reach bulbs.
- Quality and Versatility: CFLs provide the same bright, warm, welcoming light as incandescent bulbs. They're available in a wide variety of sizes, shapes and styles, so you can use them indoors our outdoors in virtually any light fixture.

What is ENERGY STAR?

- You're probably familiar with the ENERGY STAR name but may not be familiar with exactly what it stands for.
 - ENERGY STAR is the symbol for energy efficiency. It is a voluntary, federally backed program to help consumers quickly and easily identify products that save money on their utility bills and that are easier on the environment.
 - Products that earn the ENERGY STAR label meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
 - In addition to lighting, products in more than 35 different categories have earned the ENERGY STAR label, and the list continues to grow!

Attachment L - Media Releases



MEDIA CONTACT: Holly Jensky, Hoffman York 414-225-9552; <u>hjensky@hyc.com</u>

FOR IMMEDIATE RELEASE

SAVE MONEY AND ENERGY WITH THE TWIST OF ENERGY EFFICIENT BULBS

INDIANAPOLIS, Ind. (September X, 2006) – Saving money and energy this year can be as simple as the twist of an ENERGY STAR[®] qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and helping the environment.

From Oct. 1 through Dec. 31, 2006, Indianapolis Power & Light Company (IPL) and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Indianapolis residents to "Change the World" one light at a time by replacing the bulbs in their home's five most frequently used light fixtures with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household could save up to \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. IPL is helping Indiana residents make the simple switch to energy efficient lighting by offering up to a \$2 instant rebate on ENERGY STAR qualified CFL purchases of 12 or less. With the instant rebates, the CFLs will sell for as little as \$0.99 at select Ace Hardware and Do-It Best locations.

"Committing to change the world takes less time and energy than you might think. In fact, it can start with simply changing a light," said Wendy Reed of the ENERGY STAR program [at the US EPA].

-more-

"Organizations like IPL are an important part of the ENERGY STAR Change a Light, Change the World community. Their commitment to helping us spread the word about ENERGY STAR and their dedication to bettering the environment for Indiana residents makes them a perfect partner for this program."

Not only do ENERGY STAR qualified CFLs use up to 66 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home.

Most people want to do their part to help the environment, but sometimes don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help protect our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, call 888-476-9548 or visit <u>www.mwalliance.org/cal2006</u>.

About Indianapolis Power & Light Company

Indianapolis Power & Light Company (IPL) provides retail electric service to about 460,000 residential, commercial and industrial customers in Indianapolis, as well as portions of other Central Indiana communities surrounding Marion County. During its long history, IPL has supplied its customers with some of the lowest-cost, most reliable power in the country. For more information, visit <u>www.IPLpower.com</u>.

-more-

About the Midwest Energy Efficiency Alliance

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the

level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit <u>www.energystar.gov</u>.



FOR IMMEDIATE RELEASE

SAVE MONEY AND ENERGY WITH THE TWIST OF ENERGY EFFICIENT BULBS

ROCHESTER, Minn. (September X, 2006) – Saving money and energy this year can be as simple as the twist of an ENERGY STAR[®] qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2006, the Southern Minnesota Municipal Power Agency (SMMPA), its member utilities, the Minnesota Department of Commerce and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. SMMPA member utilities, the Minnesota Department of Commerce and MEEA are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases of 12 or less. With the instant rebates, the CFLs will sell for as little as \$0.99 at select Ace Hardware, DoIt Best, Home Depot, Hardware Hank, Menards, Mills Fleet Farm, ShopKo, Super One Foods and True Value locations.

"Committing to change the world takes less time and energy than you might think. In fact, it can start with simply changing a light," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Organizations like SMMPA are an important part of the ENERGY STAR Change a Light, Change the World community. Their commitment to helping us spread the word about ENERGY STAR and their dedication to bettering the environment for Minnesota residents makes them a perfect partner for this program."

Not only do ENERGY STAR qualified CFLs use up to 66 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help protect our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, call 888-476-9548 or visit <u>www.mwalliance.org/cal2006</u>.

About the Minnesota Department of Commerce

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

About the Southern Minnesota Municipal Power Agency

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. Currently, SMMPA's customers are eighteen municipally owned utilities located mostly in south-central and southeastern Minnesota. SMMPA provides these municipally owned utilities with commercial, industrial and residential related services, and products that help them serve the energy needs of their 92,000 retail customers reliably and cost-efficiently. For more information, visit <u>www.smmpa.com</u>.

About the Midwest Energy Efficiency Alliance

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit <u>www.energystar.gov</u>.



CITY OF COLUMBIA, MISSOURI

P.O. BOX 6015 COLUMBIA, MO 65205

FOR IMMEDIATE RELEASE

September X, 2006

CONTACT: Connie Kacprowicz, Communications Specialist -or- Tina Worley, Utility Services Manager (573) 874-7325

> Holly Jensky, Hoffman York (414) 225-9552 hjensky@hyc.com

Rebates for energy saving light bulbs

(Columbia, MO) Columbia Water & Light is partnering with state and federal agencies to provide cash back rebates on the purchase of energy saving compact fluorescent light bulbs (CFLs). CFLs use up to 66 percent less energy and last ten times longer than incandescent light bulbs.

From October 1 through December 31, 2006, Columbia Water and Light and the Missouri Department of Natural Resources are offering cash back rebates for ENERGY STAR qualified CFL purchases of six or less. With the instant rewards, the CFLs will sell for as little as \$0.99 each at select Westlake Ace and HyVee locations while supplies last. Columbia Water and Light customers are urged to switch to compact fluorescent bulbs in their home's five most frequently used light fixtures. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save more than \$60 a year in energy costs.

The compact fluorescent rebate program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national ENERGY STAR "Change a Light, Change the World" campaign. The Midwest Energy Efficiency Alliance is coordinating the rebate program through regional utility companies and hardware stores.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program with the EPA. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

Lighting products that earn the ENERGY STAR also offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of shapes, sizes and styles available, CFLs can be used throughout the home. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy, and money while preserving our environment for future generations.

Information about participating entities:

- Columbia Water and Light: 573-874-7325 or www.GoColumbiaMo.com
- Missouri Department of Natural Resources: www.dnr.state.mo.us
- The Midwest Energy Efficiency Alliance: 888-476-9548 or www.mwalliance.org/cal2006
- ENERGY STAR: www.energystar.gov



MEDIA CONTACT: Holly Jensky, Hoffman York 414-225-9552; hjensky@hyc.com

FOR IMMEDIATE RELEASE

SAVE MONEY AND ENERGY WITH THE TWIST OF ENERGY EFFICIENT BULBS

JOPLIN, Mo. (September X, 2006) – Saving money and energy this year can be as simple as the twist of an ENERGY STAR[®] qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Dec. 31, 2006, the Empire District Electric Company, Missouri Department of Natural Resources and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Missouri residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Empire District Electric Company, the Missouri Department of Natural Resources and MEEA are helping Missouri residents make the simple switch to energy efficient lighting by offering up to a \$2 instant rebate on ENERGY STAR qualified CFL purchases of six or less. With the instant rebates, the CFLs will sell for as little as \$0.99 each at select Ace Hardware and True Value locations in Southwest Missouri.

"Committing to change the world takes less time and energy than you might think. In fact, it can start with simply changing a light," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Organizations like the Empire District Electric Company are an important part of the ENERGY STAR Change a Light, Change the World community. Their commitment to helping us spread the word about ENERGY STAR and their dedication to bettering the environment for Missouri residents makes them a perfect partner for this program."

Not only do ENERGY STAR qualified CFLs use up to 66 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs.

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Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help protect our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, call 888-476-9548 or visit <u>www.mwalliance.org/cal2006</u>.

About the Empire District Electric Company

Based in Joplin, Missouri, The Empire District Electric Company (NYSE: EDE) is an investorowned, regulated utility providing electricity, natural gas (through its wholly owned subsidiary The Empire District Gas Company), and water service, with approximately 215,000 customers in Missouri, Kansas, Oklahoma, and Arkansas. The Company also provides fiber optic, internet, and customer information software services. For more information, visit <u>www.empiredistrict.com</u>.

About the Missouri Department of Natural Resources

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri's natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations.

About the Midwest Energy Efficiency Alliance

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

About ENERGY STAR

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit <u>www.energystar.gov</u>.