

Save energy, money and time while holiday shopping

New LG&E and KU Marketplace offers one-stop-shop for energy-wise information and purchases

(LOUISVILLE, Ky.) – Just ahead of Black Friday and Cyber Monday, a new resource offers consumers help making decisions and purchases through the holidays and year 'round. Recently launched by Louisville Gas and Electric Company and Kentucky Utilities Company, the new "LG&E and KU Marketplace" provides a one-stop-shop for those looking for energy-smart buys on a variety of different items.

Created in partnership with energy efficiency data and customer engagement platform, Enervee, the LG&E and KU Marketplace analyzes data on more than 10,000 appliances and electronics – from thermostats and washers to televisions, sound bars and video game consoles. The platform provides a one-of-a-kind Enervee energy score that rates the energy efficiency level of each product on a scale from 0 to 100. The score is listed along with information from a variety of retailers, providing a holistic look at energy efficiency, pricing, features, specifications, product reviews and more, all in one convenient location to ensure shoppers find the most efficient products at the lowest prices.


"Our customers and consumers are smart and want to make informed decisions that save them dollars and help to minimize their energy use," said LG&E and KU Vice President-Customer Services Beth McFarland. "Doing this kind of research and comparison can be really time-consuming. This tool takes some of the work out of that process and empowers them with the information they need as they consider the best products to help power their lives."

As they use the platform for their shopping research, consumers can save product searches or sign up for price-drop alerts, so they're notified when discounts are available. When they're ready to buy, the site is able to link them to national and local retailers where they can get the best deal while keeping their dollars in the surrounding community.

LG&E and KU will further empower customers by expanding the new online Marketplace in December with a second portion focusing on electric vehicles. This portion of the platform will be designed to help customers compare their current gas-powered vehicles with new electric vehicles and the savings associated with making the switch. For customers who are serious about making a purchase, it will also link to local retailers.

Check out the site and get your holiday shopping started today by visiting lge-ku.com/marketplace.

For further information: call the LG&E and KU media hotline at 502-627-4999.



The LG&E and KU Marketplace at a Glance

- Compare more than 10,000 appliances and electronics.
- Everything from thermostats and washers to TVs and gaming consoles.
- Compare pricing, features, product reviews, energy-efficiency ratings and more.
- Receive price-drop alerts.
- Empowering customers to save energy, money this holiday season.

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