

PPL Electric Utilities Partners with ENERGY STAR Company Announces 65,000th Light Bulb Distributed as Part of its E-Power Campaign

PPL Electric Utilities announced Thursday (12/13) that it is partnering with the federal government's ENERGY STAR® program to promote energy efficiency and help customers find ways to save energy and money.

"Conservation is one of the best and easiest ways to reduce electric bills," said David G. DeCamppli, president of PPL Electric Utilities. "With the expected increase in electricity prices when price caps end in January 2010, conservation measures will make even more sense for our customers.

"That's what our e-power program is about, and it's what the ENERGY STAR program has been about for more than a decade," he said.

DeCamppli said PPL Electric Utilities will promote the benefits of ENERGY STAR-qualified products, which saved consumers \$14 billion in energy costs in 2006, according to estimates from the U.S. Department of Energy and the U.S. Environmental Protection Agency, which oversee the ENERGY STAR program.

The ENERGY STAR label can be found on more than 50 different categories of products. These products typically use about 10 percent to 30 percent less energy than standard models.

The company launched a campaign to promote ENERGY STAR-qualified compact fluorescent light bulbs and an online energy audit tool this fall, offering two energy-efficient light bulbs to the first 60,000 residential customers who complete a home profile through the company's Energy Analyzer at www.pplelectric.com.

The company has already mailed more than 65,000 bulbs to more than 32,500 customers as part of that effort. Those bulbs alone will prevent more than 21,500 tons of greenhouse gas emissions during their lifetime. That's the equivalent of planting more than 5,000 acres of trees or removing more than 3,500 cars from the road each year. The savings for these 30,000 customers will total nearly \$3 million over the life of the bulbs.

The company plans to give out an additional 55,000 compact fluorescent light bulbs as part of the program.

PPL Electric Utilities kicked off its e-power energy-efficiency program this summer with the launch of a new Web site, www.pplelectric.com, and the Energy Analyzer, which provides users with personalized information on how to save energy and money.

"The Energy Analyzer and compact fluorescent light bulb program are just the beginning of our efforts to help customers use electricity wisely," DeCamppli said. "We're also developing new energy-efficiency programs and investing in technology that will support additional pricing options for customers."

For example, he said, the company plans to offer a time-of-use pricing option to residential customers in 2010. Such an option would allow customers to save by shifting electricity use to times when generation supply is less expensive to purchase.

We'll be looking for additional opportunities to reach out to customers in the next few years to promote energy efficiency," DeCamppli said. "Electricity is a precious commodity, and we all benefit when we use it wisely."

EPA and DOE estimate that with ENERGY STAR, the typical family could save up to 30 percent or more on their energy costs by making energy-efficient improvements. By saving energy, customers can also help limit greenhouse gas emissions and the need for new power lines and power plants, DeCampi said. And by limiting usage during times of peak demand, they can help to lower electricity prices for all customers by helping to ensure that the most expensive power plants remain idle.

PPL Electric Utilities Corporation, a subsidiary of PPL Corporation that provides electricity delivery services to about 1.4 million customers in Pennsylvania, has consistently ranked among the best companies for customer service in the United States. More information is available at www.pplelectric.com.

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