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NEWS

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CONSORTIUM FOR ENERGY EFFICIENCY TO UNVEIL WATER HEATER INDUSTRY COALITION AT INTERNATIONAL BUILDERS' SHOW *Group Formed In Support Of ENERGY STAR® Water Heater Launch*

Nashville, Tenn. (January 21, 2009) – The Consortium for Energy Efficiency (CEE), a nonprofit, public benefits corporation that promotes the manufacture and purchase of energy-efficient products and services, will make a special announcement at the 2009 International Builders' Show® (IBS) and NEXTBUILD, being held January 20-23 at the Las Vegas Convention Center in Las Vegas, Nevada. A press conference is scheduled for Wednesday, January 21, at 10 a.m., to announce the formation of the Coalition For ENERGY STAR® Water Heaters, a special project of CEE comprised of industry associations, utility providers, and leading water heater manufacturers. Representatives from the Department of Energy, ENERGY STAR, CEE, and the Coalition For ENERGY STAR Water Heaters will discuss the importance of this initiative and will be available prior to the announcement at 9:30 a.m. for a networking opportunity with attendees. The event and press conference will be held at the BASF Corporation booth (C-4623). BASF is an ENERGY STAR partner hosting CEE at IBS. Spokespersons from manufacturers A. O. Smith, Bradford White, Rheem, and Rinnai will also be in attendance.

Through consistent messaging by industry stakeholders—including manufacturers, utilities, retailers, environmental groups, and government agencies—CEE and the Coalition For ENERGY STAR Water Heaters aim to encourage the support of increased development and use of ENERGY STAR residential water heaters by the industry's supply chain and consumers. On January 1, 2009, water heaters that qualify for the ENERGY STAR label were introduced to the market.

“At CEE, we are striving to inspire significant changes in markets through the promotion of energy-efficient technologies,” said Kara Rodgers, CEE senior program manager. “With more than 90,000 industry professionals attending IBS, there is no better forum to unveil this new coalition in hopes of increasing awareness of the benefits of ENERGY STAR water heaters and encouraging retailers and distributors to stock the units.”

More than 1,700 businesses and organizations are scheduled to exhibit at the 2009 IBS, the world’s largest and most comprehensive annual light construction show featuring the latest developments in building products and services.

About CEE:

CEE is a consortium of efficiency program administrators from across the U.S. and Canada who work together on common approaches to advancing efficiency. Through joining forces, the individual efficiency programs of CEE are able to partner not only with each other, but also with other industries, trade associations, and government agencies. By working together at CEE, administrators leverage the effect of their funding dollars, exchange information on effective practices and, by doing so, achieve greater energy efficiency for the public good.

About ENERGY STAR:

The ENERGY STAR program was introduced by the Environmental Protection Agency in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the ENERGY STAR label can be found on more than 50 different kinds of products, new homes, and commercial and industrial buildings. Products and buildings that have earned the ENERGY STAR designation prevent greenhouse gas emissions by meeting strict energy efficiency specifications set by the government. In 2007 alone, Americans, with the help of the ENERGY STAR program, saved about \$16 billion on their energy bills while reducing the greenhouse gas emissions equivalent to those of 27 million vehicles

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