

SUSTAINABLE ENERGY UTILITY'S



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CONTACT:

Becky Fleischauer

302-588-0671

becky@navigatorcommunications.com

DELAWARE APPLIANCE REBATE PROGRAM SAVES MONEY AND ENERGY

Cash Back for ENERGY STAR® Qualified Refrigerators, Freezers, Washers and Dehumidifiers

(WILMINGTON, DE) – Delawareans interested in energizing their savings on their energy bills now have a new incentive to upgrade their older, energy-sapping appliances for new, high-efficiency models. Today the Delaware Sustainable Energy Utility's (SEU) "Energize Delaware" initiative is providing mail-in rebates ranging from \$25-\$100 for ENERGY STAR qualified refrigerators, freezers, clothes washers and dehumidifiers.

The SEU's Energize Delaware Appliance Rebate is the first of many programs to help Delawareans save money, create new jobs and protect the environment. The Delaware SEU is a non-profit, one stop resource to help residents and businesses save money by conserving energy, and tapping clean energy sources like solar, geothermal and wind.

"The appliance rebate program offers Delaware residents a win-win-win proposition," said Sen. Harris McDowell, whose legislation created the SEU. "There are environmental benefits, energy-efficiency benefits, and significant pocketbook benefits."

Old appliances are some of the biggest energy users in homes, and replacing the old with more efficient models can save customers hundreds of dollars a year on their energy bills. If every household in Delaware had a 2009 ENERGY STAR qualified refrigerator instead of a standard model, the lifetime savings in our state would be more than \$49 million. The kilowatts saved would be enough to supply electricity to nearly 250,000 homes in Delaware for a year.

The rebates offered through the SEU's Energize Delaware Appliance Rebate Program include:

Refrigerators – \$100 for qualified ENERGY STAR® models. Customers usually select a new refrigerator based on the design (top freezer, side-by-side, etc.). The \$100 rebate is designed to help the customer to make a selection that combines the preferred style with ENERGY STAR® qualifications.

Freezers – \$50 for qualified ENERGY STAR® models. The rebate is also designed to help customers realize they can find their choice in a high-efficiency model.

Clothes Washers – \$75 for qualified front-load, ENERGY STAR® models. The savings on ENERGY STAR® front load washers is the highest of all the typical household appliances due to the energy savings of the unit and the hot water heater as well as the water usage.

Clothes Washers – \$50 for qualified top-load, ENERGY STAR® models. These washers are nearly as efficient as front-load washers

Dehumidifiers – \$25 for qualified ENERGY STAR® models. These dehumidifiers save energy, and by buying the right size model for your home can help reduce heating and cooling costs by taking high moisture content out of the air.

Additional appliances will be eligible for the rebate program early next year. The SEU is also looking into a recycling program to ensure inefficient models are pulled out of service. Currently Delawareans won't need to turn in their old appliances to benefit from the program.

To get their rebates, consumers can go to www.energizedelaware.org and print the rebate form or visit any of the 50-plus participating appliance retail stores throughout Delaware. Stores will continue to sign up for the program throughout the month of September. Upon making their qualifying purchase, consumers will fill out a rebate form and send the completed form along with the printed sales receipt to the address on the form. Once the application has been submitted and approved, consumers should expect a debit card with their rebate amount within 4 – 6 weeks. The rebate card makes it easy for consumers to immediately access and use their rebate dollars without having to cash a check. A toll-free number, 877-624-4448 has been established to respond to information requests. Consumers can find additional details about the program at www.energizedelaware.org.

The appliance rebate program is particularly well suited for Delaware. Research commissioned by the SEU to identify the best opportunities to save money found that two-thirds of homeowners want to improve their home efficiency, but only 42 percent have plans to do so. Money was cited as the biggest barrier.

“We know if Delaware’s residents and businesses are given the information and the tools to save money and energy, improve the economy and find new sources of green energy, they will do their part,” said Dr. John Byrne, SEU Board Co-Chair. “The timing could not be better or more urgent. By leveraging state, federal and private bond money and incentives, the SEU will be able to reduce or remove many of the barriers that currently prevent Delawareans from taking action to save money and energy.”

Other new Energize Delaware programs designed to help residents and businesses save money and energy, create new jobs and improve the economy and environment will start to rollout this fall. They include:

Commercial/Industrial Lighting, which will offer incentives for high efficiency lighting installations and retrofits.

Renewable Energy Grants, which will assist homeowners and businesses with renewable energy resources .

Sustainable Communities Initiative, a community-level program to combine renewable energy and efficiency.

Comprehensive Home Performance Initiative, providing a top-to-bottom approach to efficiency and clean energy sources in Delaware homes. This initiative is slated for 2010.

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Energize Delaware is an initiative of the Delaware Sustainable Energy Utility (SEU), a unique non-profit offering a one-stop resource to help residents and businesses save money through clean energy and efficiency. The SEU was created by the state of Delaware to foster a sustainable energy future for the state. The SEU model is the first of its kind to be established in the U.S. Under the program banner of Energize Delaware, residents and businesses in Delaware will have a single point of contact for education, resources and programs that will include low and no-cost steps to save thousands on energy bills, boost the economy and improve the environment through new clean energy sources. The Energize Delaware programs will focus on conservation, efficiencies and the use of renewable energy sources, like solar, wind and geothermal. It is supported by tax-exempt bonds, not Delaware taxpayer money, and will be self sustaining through savings in energy initiatives, and investing a portion of the federal economic stimulus package devoted to efficiency and renewable energy.