

**Save On Compact Fluorescent Light Bulbs. They Operate At Cooler
Temperatures And Use 75% Less Energy.**

October 20, 2008

Robert Moss
340 Main St.
Venice, CA 90291

Dear Mr. Moss,

I know budgets are tight during these trying economical times and we're all looking for easy, simple ways to save. One way people are saving is by replacing their old incandescent bulbs with new, energy-efficient Compact Fluorescent Light (CFL) bulbs.

Why? Because with each CFL bulb you replace you'll:

- Immediately start using 75 percent less energy
- Save more than \$25 in energy costs over the length of its lifetime
- Reduce carbon dioxide emissions and help prevent global warming

"Using CFLs is a quick and easy way that Americans can save energy and money everyday, while also protecting the environment."

Samuel W. Bodman - U.S. Department of Energy (DOE) Secretary

In fact, replacing your existing bulb is easy. CFL bulbs fit into almost any lamp in your house and they last 10 times longer than incandescent bulbs.

Best of all, your participating local retailers are offering discounts on CFL bulbs. There's no need for coupons or manufacture rebates.

By working together, I know we can stop wasting energy, save money and make a change for the better.

Sincerely,

Randy A. Shoop
Vice President
Northeast Utilities

P.S. Start saving right way! Look for CFL bulbs that have earned the ENERGY STAR® label, this ensures the bulbs best performance.

Envelope

Image: (1950's photography – black & white) female child using her Easy-bake oven with side cut-away to reveal an incandescent light bulb and cake.

Copy: Your Incandescent Light Bulb Turns 90% Of Its Energy Into Heat. Only 10% Actually Creates Light. Find Out How To Change That.

Buckslip

Front side: This side would be read **horizontally**.

Headline: Save Money. Save Energy. Make a Difference. CFL bulbs:

Bullet points:

- Lifespan - 5 to 7 years
- Last 10 times longer
- Uses 75 percent less energy
- Reduce carbon dioxide emissions

Body copy: Visit these participating retail stores for in-store discounts on CFL bulbs

Images: Logos of all participating retail stores, Energy Star label and Northeast Utilities. Including www.energystar.gov and www.nu.com

Images: Picture of a CFL bulb

Back side: This side would be read **vertically**.

Headline: Start saving. Use this handy watt calculator to calculate the differences between standard watt and CFL watt bulbs.

Images: Picture of a CFL bulb and watt calculator

Images: Logos of all participating retail stores, Energy Star and Northeast Utilities. Including URL's www.energystar.gov and www.nu.com

Example of watt calculator

Standard Watt	CFL Watt
25	13
40	15
60	18
75	22
90	25
100	28
150	39