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NYSERDA ECOMARKET OFFERS ENERGY-SAVING SHOWCASE AT UNION SQUARE

NYSERDA and its partners show New Yorkers easy ways to save money by saving energy

New York, NY – June 22, 2010: New Yorkers can learn easy ways to save money by saving energy at a one-day EcoMarket on Tuesday, June 29 from 7 a.m. to 6 p.m. at Union Square Park North (17th Street).

Hosted by the New York State Energy Research and Development Authority (NYSERDA), the event will introduce consumers to a wide range of energy-efficient products while providing live and interactive demonstrations of various energy-saving technologies for use in the home (*Editor's note: see attached schedule of demonstrations*).

Exhibitors include retailers, lighting manufacturers and Home Performance with ENERGY STAR[®] contractors, as well as renewable energy and power management companies that will showcase the latest energy-efficient products including:

- A Wi-Fi enabled device called PICOwatt[™] that residents can use to turn appliances on and off remotely to reduce energy usage
- A range of lighting options that can save consumers hundreds of dollars a year, including compact fluorescent lamp (CFL) and light-emitting diode (LED) bulbs
- Small residential wind turbine and solar systems
- A “modern outlet”, or modlet, that enables consumers to control power remotely

NYSERDA also will announce the video and essay winners of its *Shining Example* contest and State Senator Tom Duane will speak during a media event scheduled for 11 a.m.

Earlier this year, the contest kicked off NYSERDA's ambitious program to save more than one million megawatt hours of electricity by installing 16.9 million CFLs statewide—enough electricity to power more than 165,000 homes for a year. This initiative is part of Governor Paterson's '45 by 15' plan to help the State obtain 45 percent of its electricity through energy efficiency and clean renewable energy by 2015.

Video contest winners will have portions of their video appear in the Shining Example television ad debuting in Fall 2010, receive a free Comprehensive Home Assessment through Home Performance

with ENERGY STAR and receive a free CFL bulb makeover for themselves and 10 neighbors. The essay winners will receive a free Comprehensive Home Assessment and free CFL bulb makeover for themselves. The video and essay winners will be posted at ShiningExampleNY.com.

Street teams from WLTW 106.7 FM and WXNY 96.3 FM will be at the event from noon to 2 p.m. and 2 p.m. to 4 p.m., respectively.

For more information about the NYSERDA EcoMarket, please visit ShiningExampleNY.com.

Demonstration schedule

| <u>Time</u> | <u>Company</u> | <u>Demo</u> |
|-------------|--|---|
| 7:30 | Bulbrite | CFLs and LEDs for every application |
| 8:00 | Tri-State Biodiesel, LLC | Biodiesel benefits |
| 8:30 | NYC Energy Educators | Hands-on activities for kids |
| 9:00 | Satco | How to pick the right color CFL for your home |
| 9:30 | ThinkEco | The Modlet and other power managing products |
| 10:00 | Sears Holdings | ENERGY STAR qualified appliances |
| 10:30 | New York Energy Conservation Company Inc | Insulating a building shell |
| 11:30 | Tenrehte Technologies, Inc. | The PICOWatt™ and other power managing products |
| 12:00 | Solar 1 | Solar array and educational seminars |
| 12:30 | Best Buy | Electric Vehicle Assortment and CFLs |
| 1:00 | SCK Teamwork | Blower door testing |
| 1:30 | Bits Limited | The Smart Strip |
| 2:00 | ISI solar | Photovoltaic display |
| 2:30 | Cree | LEDs for every application |
| 3:00 | Duane Reade | Eco-friendly products |
| 3:30 | Para Contracting | House modeling demonstration |
| 4:00 | Solar Energy, LLC | Photovoltaic display |
| 4:30 | Windtronics | Small residential wind turbines |
| 5:00 | Sunshine Lighting | CFLs and lighting fixture display |
| ongoing | NYS Department of Public Service | General consumer information for New Yorkers |
| ongoing | Con Ed | Energy saving information for New Yorkers |
| ongoing | NYSERDA | Learn easy ways to save energy |
| ongoing | Lower East Side Ecology Center | NYC Recycling information |
| ongoing | National Grid | Energy saving information for New Yorkers |

The New York State Energy Research and Development Authority (NYSERDA) uses innovation and technology to solve some of New York's most difficult energy and environmental problems in ways that improve the State's economy.

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