

Change-A-Light, Change the World Fall 2007

(Formerly SWAT)

What: BPA is partnering with Fluid Market Strategies to launch a buy-down promotion for fall 2007 on twist products. The promotion runs for three months.

When: September 1- December 1, 2007.

Where: Small independent hardware stores, grocery/drug stores, and mass merchants in the BPA service territory.

- A-Boy
- Ace Hardware
- Albertsons
- Associated Grocers
- ~~Bartell Drugs~~
- Big Lots
- Bi-Mart
- Food For Less
- Fred Meyer
- Grover's Electric and Plumbing
- Hi-School Pharmacy
- Jerry's Home Improvement
- Rite Aid
- Searing
- Thurman's
- True Value
- Wal-Mart
- WinCo

Why:

1. To offer utilities an opportunity to achieve residential sector energy savings.
2. To introduce high quality twist CFLs with low promotional pricing to retailers in the region.
3. To increase reach of energy savings to rural customers
4. For market transformation of quality twist products.

Cost:

	Twist Lamp
Buy down	\$1.65
Administration	\$0.35
Total Cost	\$2.00

Conservation Rate Credit (CRC): \$2.50 per socket, plus CRC administration (or utility can self-fund)

Product and Price: *Please see attached spreadsheet.*

FAQ's

Q: How can I get my utility to sign up?

A: Contact Selena Heise/Fluid Market Strategies at 971-506-6752 or e-mail sheise@fluidms.com

Q: How is this different from Savings with A Twist (SWAT)?

A: This promotion is the same as SWAT, the name has changed to Change-A-Light, Change the World. The name was changed to leverage national activities and marketing under the same name.

Q: Who is eligible to participate?

A: All regional electric utilities, including IOUs.

Q: How is bulb allocation determined?

A: Fluid Market Strategies gives a utility an estimate of the number of bulbs that stores in their service territory who have signed up plan on selling to the utility's consumers. The utility then decides the total number of bulbs that it wants to be responsible for. The participating utility will be invoiced only for the number sold up to that maximum. For example, Fluid Market Strategies might estimate that 60,000 bulbs can be sold to a utilities consumer. That utility may opt to take responsibility/contract for that amount or request for only 30,000 instead. Then, BPA or another utility may provide funding to purchase the bulbs sold beyond the 30,000. If only 20,000 bulbs sell then the utility will be invoiced for 20,000,

Q: Do utilities have to pay up front?

A: Utilities must pay 50% of the allocated bulb costs up front. After that, the invoice for each month will be submitted to the utility within 10 days of receipt of retail sales data by Fluid Market Strategies, Inc. for the month prior.

Q: Can utilities get an estimate of sales for the stores in their territory?

A: Yes, for specific information please contact Selena Heise at Fluid Market Strategies (SHeise@fluidms.com)

Q: What is the deadline to sign up to participate?:

A: Please sign up before August 1st 2007.

Q: Will field services be provided?

A: Yes, included in the administrative fee. There was an option in the utility agreement to provide their own field services for a fee reduction of approximately \$.09 per bulb, however due to initial feedback and timing field services to support the promotion have been established.

Product and Price:

Retailer	Manufacturer	SKU1 Model #	SKU1 Watts	SKU2 Model #	SKU 2 Watts	SKU3 Model #	SKU 3 Watts	Price
Bi-Mart	Feit	CE13T	13	ESL23TM	23			\$0.99
Wal-Mart	Feit	CE13T	13	ESL23TM	23			\$0.99
Rite Aid	GE	15516	20	15517	26			\$0.99
True Value	GE	41520	15	15516	20			\$0.99
ACE	GE	41520	15	15516	20	15517	26	\$0.99
Big Lots	Greenlite	13W/ELS-M	13	20W/ELS-M/Z	20			\$0.99
Albertsons	LOA	2714	15	2725	23			\$0.99
Wal-Mart	LOA	2714	15	2725	23			\$0.99
Food For Less	Maxlite	HCS13WWW/TR	13	HCS18WWW/TR	18	MLM25SWWW/TR	25	\$0.99
Fred Meyer	Maxlite	HCS13WWW/TR	13	HCS18WWW/TR	18	MLM25SWWW/TR	25	\$0.99
Winco	Maxlite	HCS13WWW/TR	13	HCS18WWW/TR	18	MLM25SWWW/TR	25	\$0.99
Hi-School	Maxlite	HCS13WWW/TR	13	HCS18WWW/TR	18	MLM25SWWW/TR	25	\$0.99
AG	Sylvania	CF20EL/mini/1/bl	20					\$0.99
Bartell	Sylvania	CF20EL/mini/1/bl	20					\$0.99
Thurmans	Sylvania	CF20EL/mini/1/bl	20					\$0.99
A-Boy	TCP	76014	14	76020	20	76023	23	\$0.99
Grovers	TCP	76014	14	76020	20	76023	23	\$0.99
Jerry's	TCP	76014	14	76020	20	76023	23	\$0.99