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Energizing Indiana Impacts Energy Efficiency in Year One *Statewide initiative ramps up for a new year of energy savings*

Prods./eds. note: Video of television commercial and b-roll footage of a Home Energy Assessment available upon request

INDIANAPOLIS – Indiana saved more than 420 million kWh of energy in 2012, thanks to the statewide energy efficiency initiative Energizing Indiana. As a result of this initiative, Hoosiers realized energy savings in their homes and businesses and made progress toward a healthier environment for Indiana.

After the program's first full year, more than 37,000 homeowners have benefited from home energy assessments from Energizing Indiana, giving them the tools needed to start saving by decreasing energy usage and raising the home's performance. Hoosiers have also purchased more than 2.6 million energy-efficient light bulbs at deeply discounted rates, and Hoosier businesses have received over \$5.1 million in incentives for energy-efficient upgrades to lighting and equipment.

"The enthusiastic response we've received during the first year of the initiative signals that Hoosiers value energy efficiency, and we look forward to making an even bigger impact in the second year," said Bob Nuss, managing director for Energizing Indiana. "In year two, we are eager to get even more homeowners, consumers, businesses and schools involved so they can reap the benefits of energy efficiency."

Energizing Indiana is a united effort by the Indiana Office of Utility Consumer Counselor (OUCC), participating utilities and consumer organizations to offer comprehensive statewide energy efficiency programs. The Energizing Indiana initiative began Jan. 2, 2012, and was created to help utilities achieve the significant energy savings required by an Indiana Utility Regulatory Commission (IURC) order.

Energizing Indiana Home Energy Assessments are available to electric customers of Duke Energy, Indiana Michigan Power (I&M), Indianapolis Power & Light Company (IPL), NIPSCO and Vectren, as well as communities served by the Indiana Municipal Power Agency (IMPA).

Energizing Indiana's programs promote energy efficiency in diverse and comprehensive ways, to reach as many Hoosiers as possible. Energizing Indiana programs are funded by utility rates, and there are no separate fees to participate.

"Much of Energizing Indiana's first-year success can be attributed to the fact that it is a comprehensive initiative, offering a variety of programs, with something for everyone," said Indiana Utility Consumer Counselor David Stippler. "I encourage consumers to make the most of this unprecedented energy-saving opportunity, and look forward to the program's growth throughout 2013."

Homeowners can take advantage of the program's Residential Home Energy Assessments, during which an energy advisor assesses the home's energy use, recommending appropriate efficiency measures and installing a kit full of energy saving items. Qualified homeowners can participate in the Income Qualified Weatherization program, during which Energizing Indiana makes weather-related efficiency improvements at the home. All consumers can benefit from the Residential Lighting program, which provides discounts on energy-efficient lighting available at participating retail locations.

Through the School Education program, 5th grade students learn about energy efficiency and how to implement it into their daily lives. Schools can benefit from the School Building Assessment program, which identifies areas of inefficiency in school buildings and provides recommendations for improvements. Businesses can receive incentives for making energy-efficient upgrades through the Commercial & Industrial Prescriptive Rebates program.

For more information, visit energizingindiana.com or call 1.888.446.7750. Energizing Indiana is also on Twitter (@Energizing_IN) and Facebook (Energizing Indiana).

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