



April 16, 2009

El Paso Electric Delivers Savings to Consumers with Compact Fluorescent Light Bulbs

El Paso Electric kicks off the ENERGY STAR® Lighting Program by offering big discounts at local retailers

Approximately ten percent of a home's electric consumption is for lighting. But consumers can make their mark on energy costs and the environment with energy-efficient compact fluorescent light bulbs or CFLs.

El Paso Electric is launching the New Mexico ENERGY STAR® Residential Lighting Program, which is designed to encourage the purchase and use of ENERGY STAR qualified CFLs. By partnering with retailers to offer discounts on the bulbs, consumers will be able to purchase high efficiency bulbs at a cost comparable to incandescent bulbs. El Paso Electric's goal of selling 21,000 CFLs in New Mexico in 2009 will save customers more than 566,000 kWh of energy each year. Discounted CFLs will be sold at participating retail locations in El Paso Electric's service territory through November 2009 while supplies last. Participating stores are listed on El Paso Electric's website, www.epelectric.com. Currently the participating stores are: Dollar Tree, 2190 N. Main St., Dollar Tree, 1701 E. University Ave. #2 and True Value Hardware, 1002 W. Picacho.

"Not only will consumers be able to buy CFLs at a price that's competitive with incandescent bulbs, they'll be making their mark on energy bills, energy usage and the environment from the moment they install them," said Paul Royalty, Manager of Energy Efficiency and Utilization at El Paso Electric. "CFLs use 75 percent less energy than incandescent bulbs, burn cooler and last up to 10 times longer. One CFL can save an average of \$30 in energy costs, making it well worth the price."

The discounted bulbs don't require any coupons or rebates, and are available at local retailers while supplies last. Customers can find out which retailers are participating by calling the program's toll-free hotline at 1-866-668-9581, or visiting El Paso Electric's website, www.epelectric.com. EPE's on-line Lighting Calculator can also help consumers identify how much money they can save by using CFLs .

"We believe that this program will be successful because it's so easy for customers to make a simple change that gives them many benefits for a small cost," said Royalty.

Compact fluorescent lights:

- Use up to 75 percent less energy, which can lead to reduced carbon emissions from local power plants
- Save an average of \$30 in energy costs over the life of each bulb; installing five or more bulbs in a home can save \$150 or more
- Last longer – often between five and seven years
- Give off less heat, which can help reduce cooling costs as well as lighting costs
- Provide the same light output and color tone as standard bulbs
- Come in a wide variety of shapes and styles, with features such as dimming and 3-way, and can be used almost wherever incandescent bulbs are currently used.