



Community News Announcement



FOR IMMEDIATE RELEASE



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NEW TV AD CAMPAIGN TO HELP PENNSYLVANIANS REDUCE THEIR HOME ENERGY USE

UNIVERSITY PARK, PA – June 25, 2008 – If you own a home or are building or buying new, PA Home Energy and ENERGY STAR have a program that is focused on assisting Pennsylvania consumers to reduce their home energy use while improving their overall home performance. Two new television spots for PA Home Energy have co-branded this new program from the West Penn Power Sustainable Energy Fund alongside ENERGY STAR, a widely recognized and trusted energy saving brand. ENERGY STAR is a government-backed program that helps us all to save money and protect our environment with energy-efficient products and practices. More than 40 kinds of products, including appliances, electronics and now even new homes, can earn the ENERGY STAR label. And if you have an existing home, ENERGY STAR offers solutions that can make your home more comfortable and reduce your energy costs. PA Home Energy and ENERGY STAR can help you bring comfort and savings home.

These two new TV spots will help consumers better understand the advantages of Home Performance with ENERGY STAR and ENERGY STAR Qualified Homes. These spots will debut on WTAJ-TV10, the CBS affiliate serving 27 counties in Pennsylvania as part of the Central PA Green Initiative. This yearlong broadcast and Internet based campaign brings a new energy efficiency story each week into the 299,500 homes of the WTAJ-TV10 viewers.

Click here to see the new TV ads:

- [How getting an energy audit can save you money and make your home more comfortable.](#)
 (video- 0:30)
- [Why ask for an ENERGY STAR Qualified Home when building or buying a new home?](#)
 (video- 0:29)

About West Penn Power Sustainable Energy Fund (WPPSEF)

The WPPSEF funds the development and deployment of sustainable energy technologies in the 23-county Allegheny Power service region. The Fund's mission is renewable and clean energy generation, energy efficiency and conservation and the attraction, establishment and retention of clean energy business. Pennsylvania is a leader in the advancement of sustainable energy technologies. We are living in a truly exciting period of time in which new energy technologies will begin to reshape the way we generate and use electricity. For more information, visit www.wppsef.org.

About PA Home Energy

PA Home Energy is a new program from the West Penn Power Sustainable Energy Fund that is focused on helping Pennsylvania consumers reduce their home energy use while improving their comfort. If you own a home or are building or buying new, learn what you can do to reduce your energy use and save money. The program integrates the general principles of whole house performance with green home design. At the heart of

Visit the PA Home Energy web site at: <http://www.pahomeenergy.org>

PA Home Energy is ENERGY STAR – a widely recognized brand that is easy to understand. PA Home Energy will be providing a modest financial incentive to the Pennsylvania residents whose electric service is provided by Allegheny Power. To learn more, visit www.pahomeenergy.org.

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