

- Program launched mid-February
- 127 Retail locations, 11 Retailers
  - Home Depot, Lowe's, Meijer, Walmart, Sam's Club, Bed, Bath, & Beyond, Ace, Dickman Supply, Dollar Tree, Family Dollar, CVS
- Bulbs sold – 250,085 (25% to target)
  - Sales doubled in May for third consecutive month
  - Biggest sellers – Sam's Club, Home Depot
  - Exploring opportunities to increase POP
- Next steps
  - GE in Walmart
  - Greenlite in Kroger
  - Exploring additional retailers
  - Mass market campaign summer-fall



# Residential Appliance Recycling

- Program launched May 20
- Kickoff event with media
  - Coverage on Ch. 2 and Ch. 7 news
  - Photo in Dayton Daily News
  - Articles on Ch. 2 and Ch. 7 web sites
  - 170 scheduled first weekend
- 500 pick-ups scheduled to date (50% to target)
- Program no longer seasonal, run through 2009
- Other marketing:
  - May bill insert
  - Flyer



# Residential HVAC Rebate

- \$200 - \$600 rebates for high efficiency central air and heat pumps
  - Rebates paid to contractors, marked on customer's invoice
- Program launch to contractors June 15
  - Contractors sign participation agreement
- Program launch to customers June 22
  - Marketing through contractors
  - Web site
  - Press release
  - June bill insert
- Next steps
  - Launch system tune-ups in fall



# Residential Low Income Assistance

- Working to design a viable program
- Working with
  - Dayton CAP agency
  - Vectren
  - State of Ohio Electric Partnership Program
  - Contracted support
- Launch expected by Fall 2009



# Business Rebate Programs

Business Rebates

Programs launched April 1, 2009



**DP&L**

DP&L's new **Rapid Rebates** give you cash back on energy efficient products and upgrades

**INTRODUCING DP&L's Rapid Rebates!**

Over the past several months, we have been communicating with you about our business rebate programs. We are pleased to announce their online availability.

Our Rapid Rebate application and an up-to-date listing of eligible product rebates can be found at <http://www.dpandl.com/bizrebates>.

**Apply Online TODAY!**

Get Your **Rapid Rebates** for Energy Efficient:

- ✓ **Lighting**
- ✓ **Heating, Ventilating and Air Conditioning (HVAC)**
- ✓ **Motors, Drives and Compressed Air**
- ✓ **Additional Technologies**

Dayton Power and Light, 1900 Dryden Road, Dayton, OH 45439

[Unsubscribe to this mailing list](#)

[www.dpandl.com/bizrebates](http://www.dpandl.com/bizrebates)



# Business Rebate Programs

Business Rebates

Channel Partner Workshops held May 6 and May 26

- Over 1200 invitations to licensed HVAC and electrical in counties served by DP&L
- 121 attendees representing 77 different contractors and distributors
- 50 approved Channel Partners



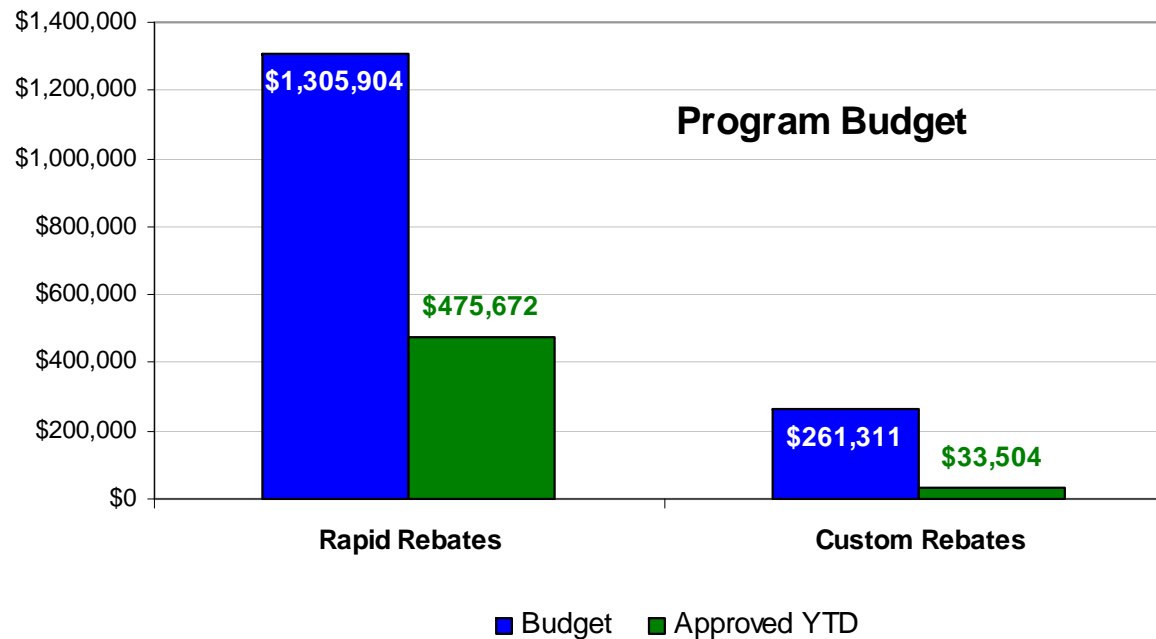
[www.dpandl.com/bizrebates](http://www.dpandl.com/bizrebates)



# Business Rebate Programs

## Business Rebates

87 Rapid Rebate applications  
6 Custom Rebate applications

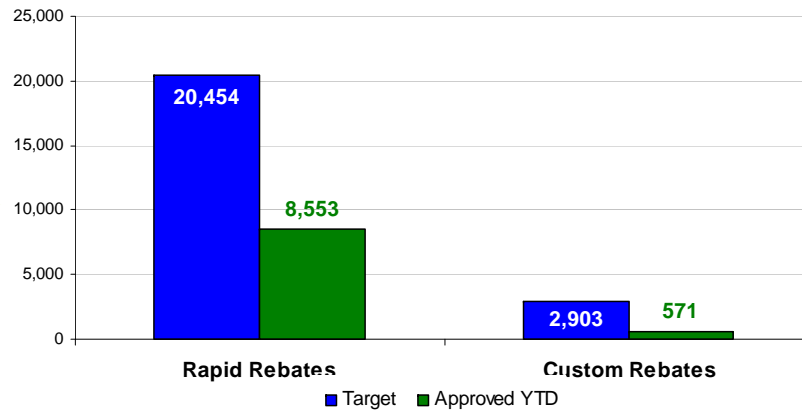




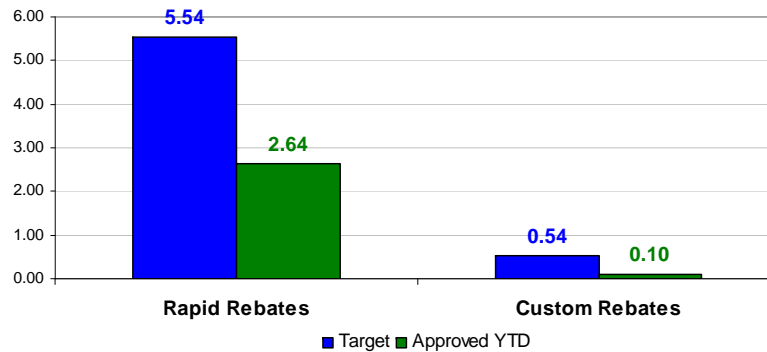
# Business Rebate Programs

## Business Rebates

**Energy (MWh) Savings**  
(PRELIMINARY pending Cadmus review)



**Demand (MW) Savings**  
(PRELIMINARY pending Cadmus review)



**YTD as a % of Target**  
(Rapid Rebates and Custom Rebates Combined)

