



News Release

NYSEG AND RG&E LAUNCH SMALL-BUSINESS ENERGY EFFICIENCY PROGRAM

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*Eligible Customers Will Receive Free Energy Assessments
and 70% of Recommended Lighting Upgrades Will Be Covered by NYSEG or RG&E*

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Program Will Have a Staggered Rollout Through August 2011

FOR IMMEDIATE RELEASE

Rochester, NY, May 26, 2010 – NYSEG and RG&E have launched an energy efficiency program for small business customers with electricity demand of less than 100 kilowatts. Eligible businesses will receive free energy efficient lighting assessments and 70% of the cost of recommended lighting upgrades will be covered by NYSEG or RG&E.

Qualifying lighting upgrades include replacing existing fluorescent fixtures with higher efficiency lamps and ballasts, changing incandescent bulbs to compact fluorescent lights (CFLs) and upgrading exit signs to light emitting diode (LED) technology.

“Upgrading to high-efficiency lighting will help small businesses reduce their energy bills right away,” said Mark S. Lynch, president of NYSEG and RG&E. “In addition to the reduced costs, participants will enhance their business’ appearance and have the opportunity to promote their energy efficiency efforts to their customers.”

For program information and eligibility guidelines, business customers should visit nyseg.com or rge.com, click on “Energy Efficiency Incentives” and then on “Small Business Energy Efficiency Program.” Using their account number or business name and ZIP code, customers can determine if they are eligible. Program information is also available at the companies’ energy efficiency hotline (1.800.995.9525).

To effectively perform the energy efficiency assessments and upgrades, NYSEG and RG&E will stagger the launch of the program through August 2011. The program will begin in the Lancaster, Lockport, Geneva and Auburn areas and in the City of Rochester. The program schedule is available at nyseg.com and rge.com.

NYSEG and RG&E have selected EnerPath to manage the program. EnerPath will hire and train local workers to perform the energy assessments and will select and supervise licensed subcontractors who will perform the lighting upgrades.

The Small Business Energy Efficiency Program is being conducted in accordance with a November 2009 New York State Public Service Commission order approving commercial and industrial efficiency programs for utilities across the state. The program is funded by the System Benefits Charge on electricity customers' bills.

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