

## *Press Release*



[www.energymaine.com](http://www.energymaine.com)

**Contacts:**

Linda Viens, Program Manager, (207) 287-7327

Efficiency Maine: Susan Benson Tompkins, Marketing Manager, (207) 846-3714

### **Home Depot Partnership Builds on Program's Success**

Maine First State to Partner with Home Depot on Efficiency Program for  
Businesses

Augusta, MAINE (January 26, 2004) Building energy efficient products into a customer's installation plan can be a tough sell for a contractor. Product availability and cost are two barriers that might leave these options on the drawing board. Thanks to the partnership between Maine Home Depot stores and Efficiency Maine Small Business program, Maine contractors can offer customers cash incentives, a possible catalyst to move energy efficient equipment off the drawing board and into buildings.

Efficiency Maine Program Manager Linda Viens announced today all Maine Home Depot stores will participate as Program Allies in the EMSB program. This represents the first-of-its-kind partnership with the home improvement retailer and a state program targeted to businesses, which in turn offers big opportunities to contractors.

The goal of this relationship is to enable contractors to learn about ways to save their customers money on installations and upgrades. Application information, program brochures and newsletters will be available at all 10 Maine Home Depot Pro Desks. When contractors install EMSB-approved equipment like lighting, programmable thermostats and LED exit lights they also inform their customers how to apply for incentives payments available from the Efficiency Maine Small Business Program.

"We're excited that Home Depot is an Efficiency Maine Program Ally," stated Linda Viens, program manager of Efficiency Maine Small Business Program. "Lights, fans and occupancy sensors are among the products that fit into this program and EMSB's goal is to get these energy efficient ideas off the shelves and installed in buildings, warehouses and stores throughout the state."

- MORE -

HOME DEPOT PARTNERSHIP

PAGE 2 OF 2

Efficiency Maine's Small Business Program offers information about energy efficient electric products and cash incentives on qualified lighting, HVAC equipment, LED and solid-state exit lights, refrigeration, NEMA Premium™ energy efficient motors, and system controls.

"The philosophy of educating our customers about energy efficient products is woven into Home Depot's business philosophy and partnering with Efficiency Maine Small Business Program made perfect sense," said Gary Foss, District Manager of Maine Home Depot stores.

Small business owners, those with 50 full time equivalent employees or fewer, are encouraged to learn how future energy systems upgrades and installations may qualify for cash incentives. Program information is available on the Web at [www.energymaine.com](http://www.energymaine.com) or by calling 866-376-2463 toll free. The Small Business Program is one of several programs offered by Efficiency Maine, which was launched by the Maine PUC to promote efficient electric use, help lower overall electricity costs for Maine ratepayers, and improve the environment.

-30-