

DSM / EE Program Overview

Presented to:

The Public Service Commission of South Carolina

By

Chris Edge
Manager of DSM & Energy Efficiency

May 22, 2009



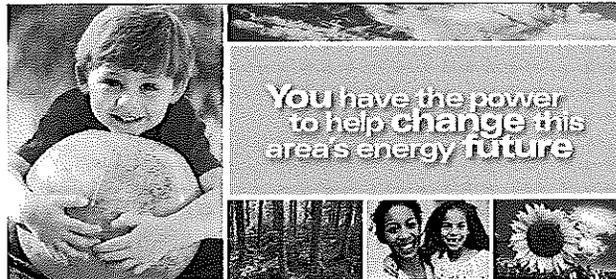
Overview of Programs

- The initial set of DSM & EE programs were filed for approval with the Public Service Commission on May 11, 2009:

- | | |
|---------------------------------------|----------------------------------|
| • <i>EnergyWise™</i> | (Residential - Load Control) |
| • Home Energy Improvement Program | (Residential - Existing) |
| • Home Advantage | (Residential - New Construction) |
| • Neighborhood Energy Saver | (Residential - Low Income) |
| • Solar Hot Water Pilot | (Residential - Pilot Program) |
| • Energy Efficiency for Business | (CIG - New & Existing) |
| • DR Automation Rider | (CIG - Demand Response) |
| • Distribution System Demand Response | (System-wide Demand Response) |

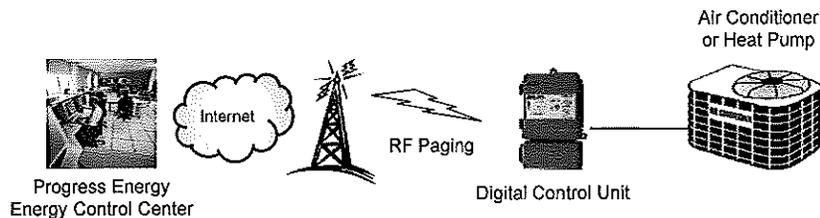
EnergyWise™ Overview

(Residential Load Control)



What is EnergyWise?

- **EnergyWise** is a new, voluntary residential load control program that enables Progress Energy Carolinas to remotely control customer's air conditioners during periods of peak electricity demand, typically on the hottest summer afternoons when demand is at its highest of the year
- A **Digital Control Unit** is installed on a customer's air conditioning unit that allows Progress Energy to cycle the air conditioner on and off, usually only a few days per summer season



EnergyWise™ - Customer Perspective

Flexibility

- Voluntary Program
- Easy to Participate
- No wait period to rejoin program

Comfort

- Most participants won't notice cycling
- Strive to maintain ΔT between 2°F and 4°F
- Optional override available

Incentives

- Bill credit at initial enrollment
- Bill credit after each successive 12 months

Equipment

- A/C switch is external (no appt required)

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EnergyWise™ - Utility Perspective

Peak Demand Response

- Control the appliances contributing to seasonal peak demands
- Defer future peaking generators

Flexible

- Activate load reduction only when needed, where needed, and in the amounts needed
- Scalable platform

Cost-Effective & "Green"

- One of the most economic, cost-effective, and least complicated approaches to peak management
- Carbon-free → "Green MW"

Advanced Technology

- Flexible addressing to control single or multiple devices
- Intelligent Adaptive Algorithms eliminates "free-riders"
- Easily Upgradable communication module

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EnergyWise™ - Summer Load Control

Eligibility	<ul style="list-style-type: none"> ▪ Must have central air conditioning or heat pump ▪ Available system-wide to all residential customers ▪ Owner-occupied only ▪ All eligible A/C units at residence must participate ▪ Satisfactory communications signal required
Consideration	<ul style="list-style-type: none"> ▪ \$25 bill credit after installation ▪ \$25 bill credit following each 12 months of continuous participation
Interruption	<ul style="list-style-type: none"> ▪ ≤ 60 hours per season; ≤ 4 hours per day ▪ Summer Season: May – September ▪ Up to 2 overrides per season
Other	<ul style="list-style-type: none"> ▪ Customer leaving program may return anytime, but will not receive initial \$25 bill credit, and must complete continuous 12 months of participation for first bill credit ▪ Upon termination, equipment will be remotely disabled, and will only be removed upon request by the Customer

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Home Energy Improvement Program (Existing Residential)

HOME ENERGY IMPROVEMENT PROGRAM

- Offers cash rebates
- Reduces energy bills
- Improves indoor comfort
- Better for the environment

Available for single-family, multifamily and manufactured homes.
Call **1.866.990.4347** for details.

Take control of your home's energy bills



Program Overview

- The Home Energy Improvement Program (HEIP) is an umbrella efficiency program that promotes a variety of energy conservation measures for existing residential customers including:
 - Heating and Cooling
 - Duct Testing and Repair
 - Insulation
 - Windows
- HEIP will be marketed utilizing a contractor network, trade allies, and energy education and awareness initiatives

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Customer Eligibility

- Available to all residential customers
- Includes single family, manufactured homes, and renters
- Program Process:
 - Customer selects a pre-qualified contractor
 - Contractor completes installation of energy conservation measure
 - Customer submits incentive form to PEC for payment
 - PEC pays rebate to Customer

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Home Advantage (Residential New Construction Program)



home advantage

- Built to ENERGY STAR® standards
- 15 percent more energy-efficient than standard homes
- Automatic 5 percent Progress Energy Discount
- Greater year-round comfort
- Good for the environment

Save hundreds of dollars
throughout the year with the energy-saving features of a new Home Advantage home.



Program Overview

- * Home Advantage is a residential new construction program that offers builders incentives to construct a more energy efficient home
 - * Meets or Exceeds the Energy Star standard
 - * Leverages existing 5% Residential Energy Conservation Discount to homeowner
 - * Provides further incentives for higher efficient HVAC equipment
- * Uses the Home Energy Raters (HERS) network sales channel for Site Built Housing.
- * Utilizes the Manufactured Housing Research Alliance to assist with sales efforts with the Manufactured Homes & Modular Market

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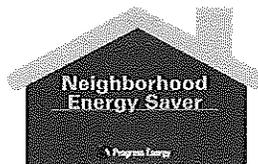
Home Advantage Incentives

- * Single-family & Multi-family
 - * \$400 builder incentive to meet Energy Star (with a minimum of 14 SEER HVAC unit(s))
- * Manufactured Housing (minimum of 14 SEER)
 - * \$300 Manufacturers incentive to build Energy Star
 - * \$100 Sales lot incentive to sell Energy Star home
- * Additional incentives above Energy Star
 - * HVAC upgrades (min.15 SEER) (\$300 to \$600/unit)
 - * Cooperative Advertising (\$50 per home)
 - * Builder Training & Collateral Materials

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Neighborhood Energy Saver (Low Income Program)



Program Overview

The Neighborhood Energy Saver Program (NES):

- Is an energy efficiency program targeting PEC's low-income customers that will reduce their household energy consumption
- Will be delivered to neighborhood segments
- Will provide each resident:
 - Home energy assessment
 - Installation of several energy conservation measures (ECMs)
 - Energy education that will enable the residents to make behavioral changes to reduce and control energy usage

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NES Target Market –Eligibility

- ◆ Eligible neighborhoods are those defined segments of PEC customers where 50% or more of the households have incomes equal to or less than 150% of poverty
- ◆ Program designed to compliment ARRA Weatherization Stimulus Funds
 - ◆ NES focuses on broader implementation of low-cost measures
 - ◆ NES may provide initial screening assessment to State's Weatherization Program

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NES Energy Conservation Measures

- * Compact Fluorescent Lights (CFL's) (10)
- * Water Heater Wrap & Insulation for Water Pipes
- * Water heater temperature check & adjustment
- * Low Flow Faucet Aerator (3)
- * Low Flow Showerhead (2)
- * Refrigerator Coil Brush
- * Refrigerator Thermometer (2)
- * Wall Plate Thermometer
- * HVAC Winterization Kit (3)
- * A year's supply of HVAC filters
- * Change Filter Calendar
- * Air Infiltration Reduction Measures
- * Energy Savers Calendar

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Solar Water Heating Pilot

SOLAR WATER HEATING

IT'S YOUR WALLET

- * Save 50 percent to 80 percent on your hot water costs
- * State and federal tax incentives are available, both at production.

IT'S YOUR WORLD

- * One for a year, and you could eliminate three years' worth of energy bills.
- * By reducing your electricity demand, your system could save more than \$500 a year of air conditioning.



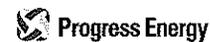
Progress Energy
SAVE THE WATTS



Pilot Objectives

- ⊗ Develop more precise estimates of the energy savings and coincident peak impacts achieved with residential solar hot water systems as compared to electric hot water systems
 - ⊗ Quantify the impacts of household demographics on savings
 - ⊗ Determine the seasonal impacts and incoming water temperature impacts on potential savings
- ⊗ Develop better estimates of the net participant costs of installed solar water heating systems
- ⊗ Identify any participant issues/perspectives on solar water heating technologies that may impact its success or adoption in the Carolinas (comfort, maintenance, satisfaction, etc.)

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Pilot Overview

- ⊗ \$1,000 incentive
- ⊗ Up to 150 participants
- ⊗ Participant pool representative of all NC & SC regions
- ⊗ Eligibility
 - ⊗ PEC customers with electric hot water
 - ⊗ Single-family homes
 - ⊗ Primary residence

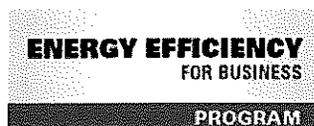
Costs	2009	2010
Incentives	\$150,000	0
Program Admin & Evaluation	\$208,600	\$107,400
Marketing & Comm.	\$15,000	\$10,000
Total	\$373,600	117,400

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Energy Efficiency for Business

(CIG Energy Efficiency Program)



*Delivering
Sustained
Energy Efficiency
Helps Customer's
"Bottom Line"*



Program Overview

- All Commercial, Industrial, and Governmental (CIG) customers are eligible
 - Includes Retrofits and New Construction
 - Simple prescriptive and custom incentives for retrofit and new construction applications
 - Technical assistance incentives to partially offset customers design and engineering costs
- Multiple marketing channels
 - Trade Allies – Architects, engineers, and equipment vendors
 - Training, seminars, and workshops
 - Website, collateral material, and earned media
 - Customers – All CIG Customers
 - C&I Account Management Team
 - Training, seminars, and workshops
 - Newsletters, collateral, etc.

Incentives for Retrofit Projects

- ❖ **Prescriptive Measure Incentives**
 - Per-unit based incentives for common measures - Lighting, HVAC, Chillers, Motors & Drives, and Refrigeration
 - Typically 25% to 75% of the incremental cost of the measure
- ❖ **Custom Measure Incentive**
 - For cost-effective measures not included in the prescriptive menu
 - ❖ \$0.08/kWh saved in the first year
 - ❖ Not to exceed 75% of the incremental cost of the measure
 - ❖ Supporting calculations and documentation required
- ❖ **Technical Assistance Incentive**
 - Customer annual energy use 500,000 kWh to 2,000,000 kWh
 - ❖ 50% of cost of feasibility study or energy assessment up to a maximum of \$10,000
 - Customer annual energy use > 2,000,000 kWh
 - ❖ 50% of cost of feasibility study or energy assessment up to a maximum of \$20,000

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Incentives for New Construction and Major Renovations

- ❖ **Prescriptive Measure Incentives**
 - Per-unit based incentives for common measures – Lighting density, HVAC, Chillers, Motors & Drives, Enhanced Commissioning
 - Typically 25% to 75% of the incremental cost of the measure
- ❖ **Custom Measure Incentive**
 - For cost-effective measures not included in the prescriptive menu
 - ❖ \$0.08/kWh saved in the first year
 - ❖ Not to exceed 75% of the incremental cost of the measure. Supporting calculations and documentation required
- ❖ **Custom Whole Building Incentive**
 - \$0.09/kWh saved in the first year for new buildings that demonstrate a 10% to 20% energy efficiency improvement as compared to minimum building code
 - \$0.14/kWh saved in the first year for new buildings that demonstrate a > 20% energy efficiency improvement as compared to minimum building code
 - Requires a whole building model simulation. Customers who use the whole building approach do not qualify for other prescriptive, custom, or lighting density incentives.
- ❖ **Design Incentive**
 - =>20,000 SF and demonstrate at least a 15% improvement as compared to minimum state building code. Designed to offset a portion of the engineering cost of performing a building simulation model.
 - \$0.05/kWh saved in the first year up to a maximum of \$50,000

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Eligible Energy Efficiency Projects

- Projects must reduce electrical energy usage (kWh)
- Projects that are **NOT** eligible for an incentive include:
 - Fuel switching (Electric to Gas)
 - Renewable supply-side generation (Solar PV, Wind)
 - Conventional on-site electrical generation
 - Simple control adjustments / O&M practice changes
 - Peak-shifting with no kWh savings (i.e. Thermal Storage with no kWh savings)



Project Incentive Caps

- Tiered Limit Approach

	% of Total Earned Incentive Paid	Total Earned Incentive Amount
Tier 1	100%	up to \$100,000
Tier 2	50%	from \$100,001 to \$500,000
Tier 3	25%	From \$500,001 to \$1,000,000
Tier 4	10%	> \$1,000,000

Example:

Customer's retrofit project qualifies for a total incentive of \$750,000 including prescriptive, custom, and technical assistance incentives. Actual incentive paid is:

Tier 1	100%	x	\$ 100,000	=	\$ 100,000
Tier 2	50%	x	\$ 400,000	=	\$ 200,000
Tier 3	25%	x	\$ 250,000	=	\$ 62,500
Actual Incentive Paid					= \$ 362,500

Actual incentives paid cannot exceed 75% of the total project cost

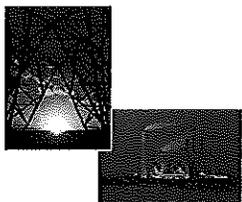
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Demand Response Automation Program

(CIG Demand Response)

DEMAND RESPONSE AUTOMATION RIDER



Program Overview

- **Purpose** - Create a new CIG DR program designed to improve customer receptiveness through:
 - Increased awareness of load reduction potential
 - Flexibility in load curtailment method and restructuring of incentives
 - Installation of enabling two-way communication technologies
- **Eligibility** - All CIG customers >200* KW are eligible for program
- **Customer Benefits**
 - Financial incentives for: (1) Participation, (2) Availability of Load, and (3) Actual reductions
 - Increased awareness of energy profile through technology
 - Collaboration in sustainable efforts to positively impact the environment and power grid

* cannot participate concurrently in other demand response riders or RTP rate

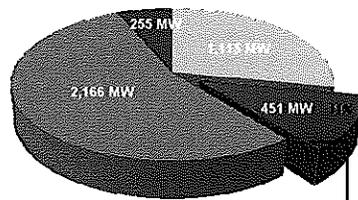
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CIG DR Market Potential

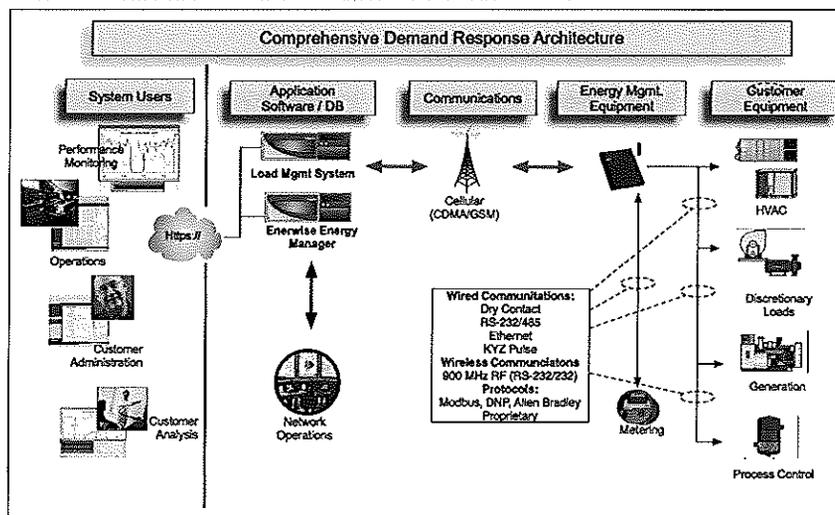
- **Target customers**
 - Multi-site commercial
 - National Chains (hotels, retail stores, etc.)
 - Water pumps, sewer lifts
 - Government buildings
 - Community colleges
- **Typical attributes**
 - No personnel dedicated to energy management
 - Unaware of DR capabilities and technologies
 - Sensitive to impact on operations and occupant comfort (temperature, lighting, noise, etc.)
 - No interval meter – unfamiliar with market-based pricing mechanisms
- **Probable curtailment methods**
 - Standby generation
 - HVAC
 - Lighting
 - Non-critical, interruptible operations

Commercial ■ Opt-Out Ineligible (cut-away) Industrial ■ Military Bases



Market Size: 451 MW (10.8% of Total Market)
1,599 Premises (33.8% of Total Market)

Demand Response System



**Smart Grid
Distribution System Demand Response (DSDR)
Program**

Presentation to:

The South Carolina Public Service Commission

Bobby Simpson, PE

Progress Energy Carolinas

May 22, 2009



Progress Energy

What is DSDR?

DSDR is a new, 21st Century, Smart Grid – enabled, demand side management resource

- * 250MW peak load reduction tool
- * Deferred a combustion turbine
- * Reduces fuel costs
- * Reduces need for spinning reserve
- * Improves voltage quality for customers
- * Reduces line losses
- * Carbon-free, green resource for MWs

What are the components of DSDR?

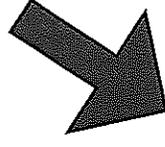
DSDR Components

Feeder Conditioning

Grid System Design

IT Systems & Integration

Telecom

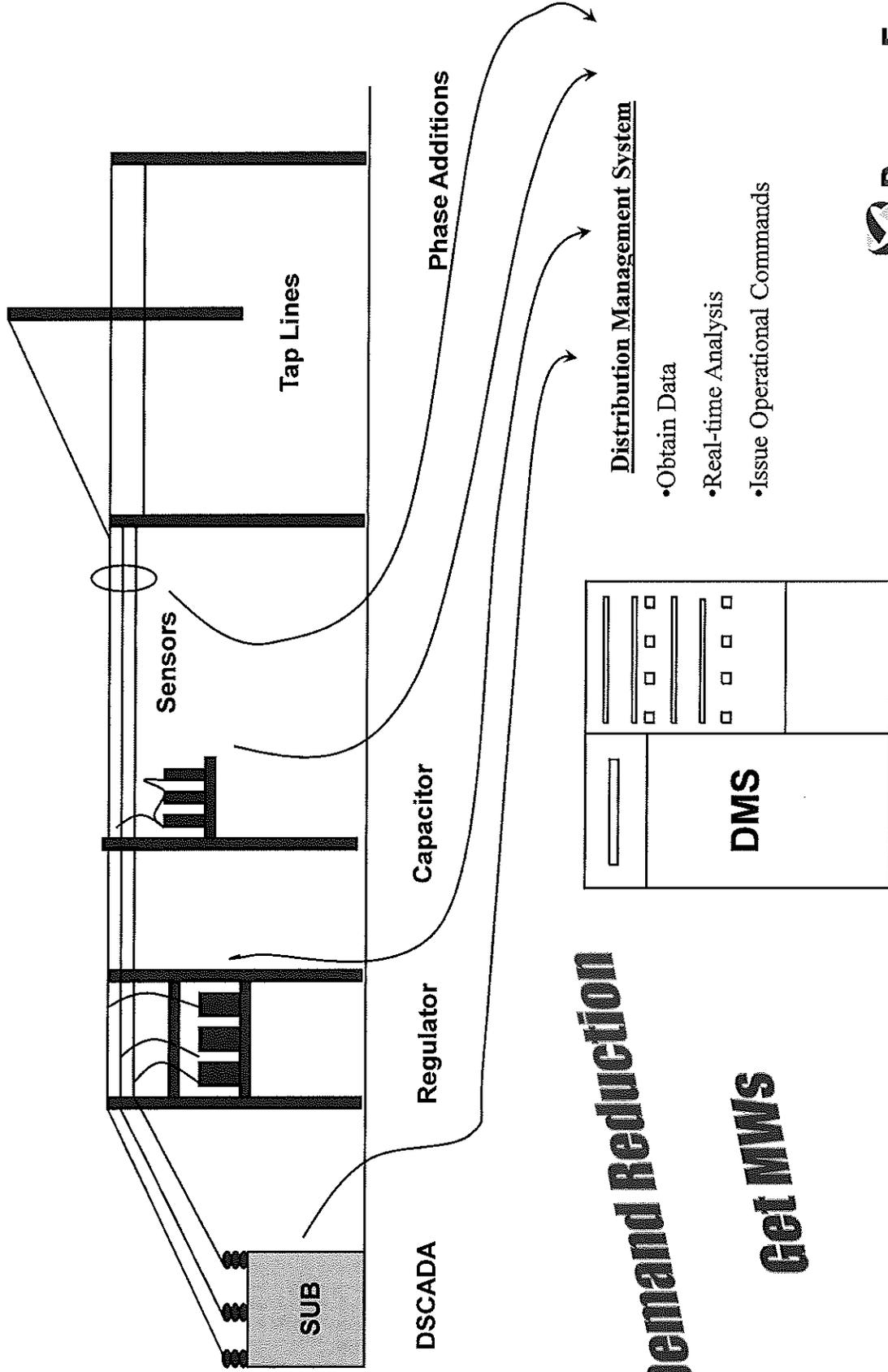


250 MW Capability



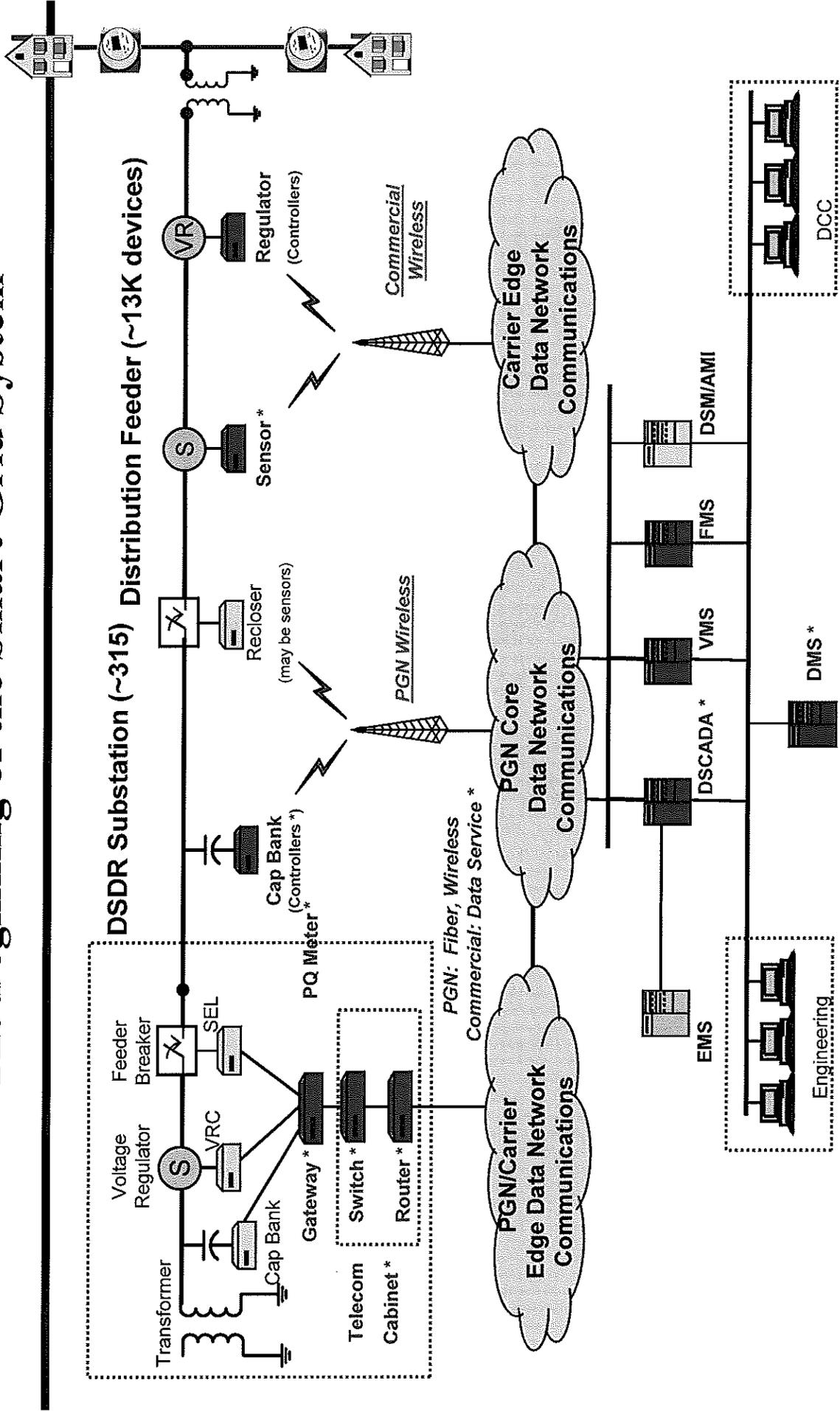
DSDR

Feeder Conditioning Overview

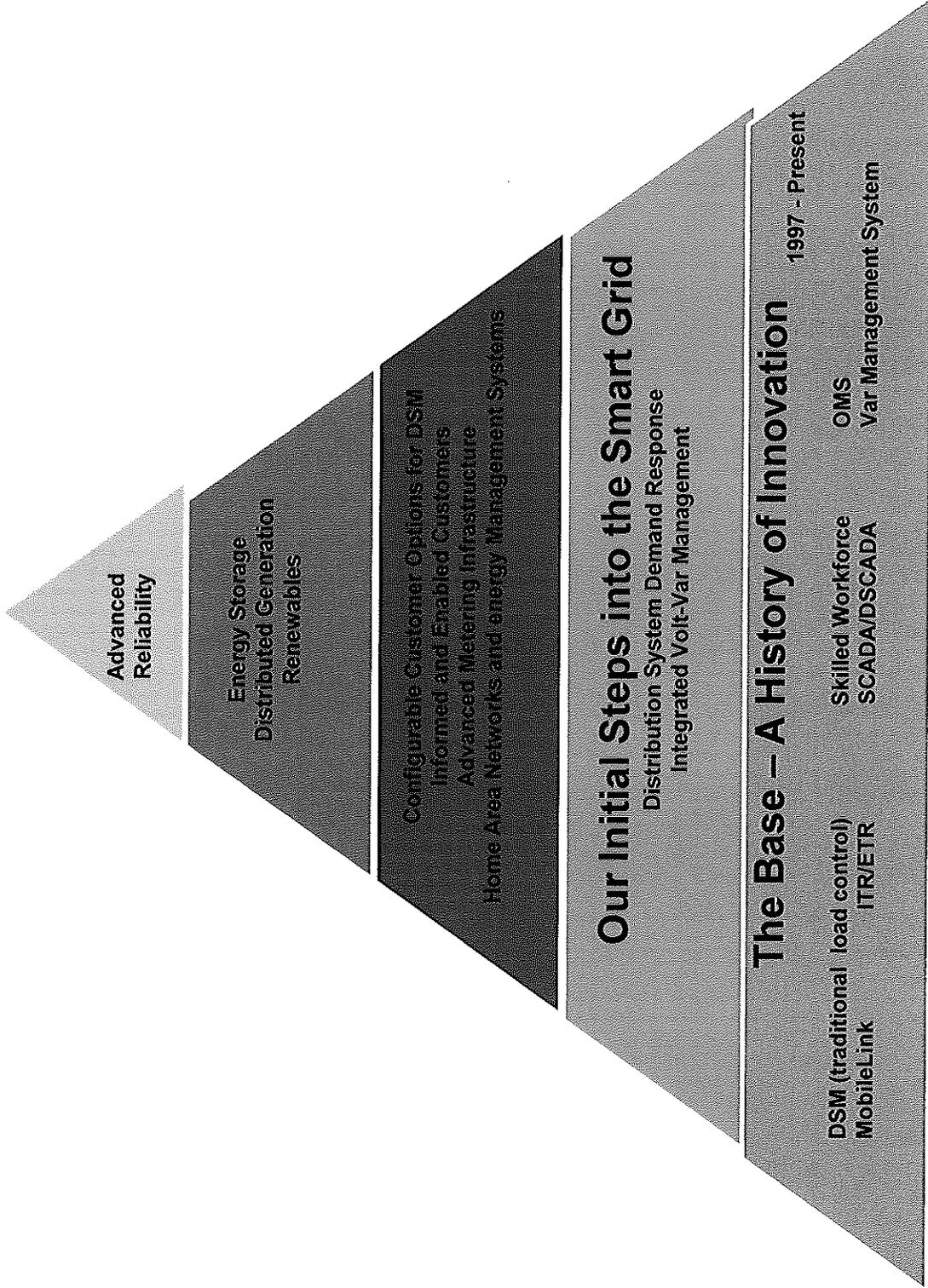


DSDR

The Beginning of the Smart Grid System



DSDR and the Smart Grid Roadmap



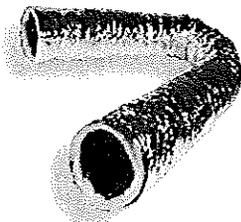
The Beginning of the Smart Grid System

Take control of your energy bills

with Progress Energy's new Home Energy Improvement Program.

Reduce your energy bills by taking advantage of new cash rebates from Progress Energy to help pay for efficiency improvements to your home. By improving your home's efficiency, you'll increase its overall comfort and value. Plus, you may qualify to receive federal tax credits.

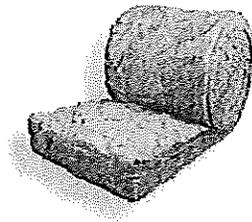
Air Duct Repair



get up to
\$120/unit
to help pay for
air duct repairs

- Leaky ducts can waste up to one-third of heating and cooling costs.
- Repairing your ducts can reduce heating and cooling costs by up to \$175 per year.
- Repairs are typically low-cost and can significantly improve indoor comfort and air quality.
- Progress Energy will also pay a \$60 rebate to test your air duct for leaks.

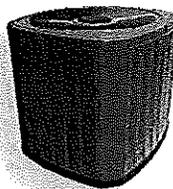
Attic Improvements



get up to
\$375
to help you upgrade
insulation and seal air leaks

- Attic temperature can be up to 50 degrees hotter than the outside air.
- Upgrading your insulation ensures that attic air doesn't penetrate your living space, keeping you more comfortable.
- Insulation upgrades must be to a level of R-30 or above.
- You may also qualify for federal tax credits when you upgrade insulation.

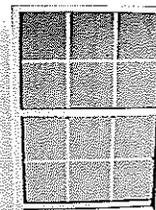
HVAC Improvements



get up to
\$300
to help you upgrade to a
high-efficiency system

- Replace your old AC system with an energy-efficient heat pump and you could save up to \$825 per year on heating and cooling costs.*
- You may also qualify for federal tax rebates by upgrading to a high-efficiency system.
- Rebates are also available for maintenance to your existing AC system.

Window Replacement



get up to
\$450
to help you upgrade to more
energy-efficient windows

- Energy-efficient windows can reduce heat loss/gain by 30 percent, keeping you more comfortable.
- Upgraded windows can decrease outside noise and minimize the fading of furniture and carpets by reducing incoming ultraviolet (UV) radiation.
- You may also qualify for federal tax credits by installing energy-efficient windows.

To get started, visit www.progress-energy.com/heip.



Improvement	Rebate	Details	Requirements
Air Ducts			
Air Duct Testing	Up to \$60 (first unit)	50 percent of test cost First unit	<ul style="list-style-type: none"> • Must have centrally ducted heat pump or central AC • Test must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Maximum of two units/dwelling
	Up to \$30 (add'l units)	50 percent of test cost Additional units at same address	
Air Duct Repair	Up to \$120/unit (central AC and heat pumps)	50 percent of repair cost	<ul style="list-style-type: none"> • Must have centrally ducted heat pump or central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Maximum of two units/dwelling
Attic Improvements			
<ul style="list-style-type: none"> • Attic Insulation • Attic Leak Sealing 	\$375	37.5 cents per square foot To seal attic leaks and bring insulation up to a minimum of R-30 from R-19 or less	<ul style="list-style-type: none"> • Must have centrally ducted heat pump or central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Must have less than or equal to R-19 and upgrade to greater than or equal to R-30
Heating & Cooling			
Heat Pump/Central AC Level I Maintenance	\$45	Level I Maintenance Cleaning condenser coils on centrally ducted heat pumps and central AC	<ul style="list-style-type: none"> • Must have centrally ducted heat pump and central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Maximum of two units/dwelling • Rebates available only once every 3 years
Heat Pump/Central AC Level II Maintenance	\$100	Level II Maintenance Level I Maintenance plus charging refrigerant and adjusting air flow	<ul style="list-style-type: none"> • Must have centrally ducted heat pump and central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Maximum of two units/dwelling
High-Efficiency Heat Pump Replacement	\$300	Must upgrade from SEER 13 to SEER 15 or higher	<ul style="list-style-type: none"> • Must replace centrally ducted heat pump or central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Maximum of two units/dwelling
High-Efficiency Central AC Replacement	\$300	Must upgrade from SEER 13 to SEER 15 or higher	<ul style="list-style-type: none"> • Must replace centrally ducted heat pump or central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Maximum of two units/dwelling
Geothermal Heat Pump Replacement	\$300	Must upgrade from EER 17 to EER 19 or higher	<ul style="list-style-type: none"> • Must replace centrally ducted heat pump or central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer • Maximum of two units/dwelling
Windows			
Energy-Efficient Windows Replacement of 200 sq. ft. glass	Up to \$450 (\$30/window)	Must be replaced with low E glass U-value/Solar Coefficient Heat Gain factor of .4/.4	<ul style="list-style-type: none"> • Must have centrally ducted heat pump or central AC • Repair must be completed by a Progress Energy prequalified contractor • Must be a Progress Energy customer

Federal tax rebates for energy efficiency

In addition to the Progress Energy rebates and energy savings you'll receive, you can also qualify for federal tax credits for energy efficiency up to \$1,500. For more information and to learn about requirements, visit energystar.gov or doe.gov.

To get started, visit www.progress-energy.com/heip.

Cut your energy costs and receive valuable financial incentives.

How energy efficiency can help your business.

Energy efficiency pays. And now it can help you make smart business decisions, when you take advantage of Progress Energy's rebates available for new construction and retrofit projects to update your building's energy efficiency. Including items such as lighting, HVAC, motors, refrigeration and certain other custom projects, these incentives can provide you with the financial leverage you need to be able to update your facilities or build new ones, so that you can save more energy and money in the future.

The energy savings you want. And the rebates you need.

- Installing energy-efficiency measures can save you up to 20 percent on your energy bills.
- Cash incentives (rebates) for Prescriptive energy-efficiency measures can cover up to 75 percent of the incremental measure cost.

Take advantage of this opportunity to add value to your business while saving energy and money. If you have any questions, please call 1.866.326.6059. To apply for any of the incentives, visit progress-energy.com/carolinasBusiness.

Visit progress-energy.com/carolinasBusiness for additional details.

ENERGY EFFICIENCY
FOR BUSINESS

Commercial, Industrial & Governmental

Incentives

Retrofit

Prescriptive

- A predefined incentive based on a fixed-cost per unit installed for lighting, HVAC, motors and refrigeration.

Custom

- Incentives for energy-efficiency measures not included on the Prescriptive list. Common projects: building envelope improvements, energy recovery ventilators and economizers, daylighting controls and high-efficiency chillers.

Technical Assistance

- Customers can receive up to 50 percent of the cost of an energy or feasibility study.

New Construction (includes major renovations)

Prescriptive

- A predefined incentive based on a fixed-cost per unit installed for lighting, HVAC, motors and refrigeration.

Custom

- Incentives for energy-efficiency measures not included on the Prescriptive list.

Custom Whole-Building

- Requires a whole-building energy model simulation which demonstrates electric energy savings of at least 10 percent beyond applicable building code. Customers who use this approach do not qualify for other prescriptive or custom incentives.

Technical Assistance

- Design Incentive – for building designs that have projected first-year electrical savings of at least 15 percent beyond the applicable building code.
- Building energy modeling incentive

Other requirements may apply.



Progress Energy
SAVE THE WATTS

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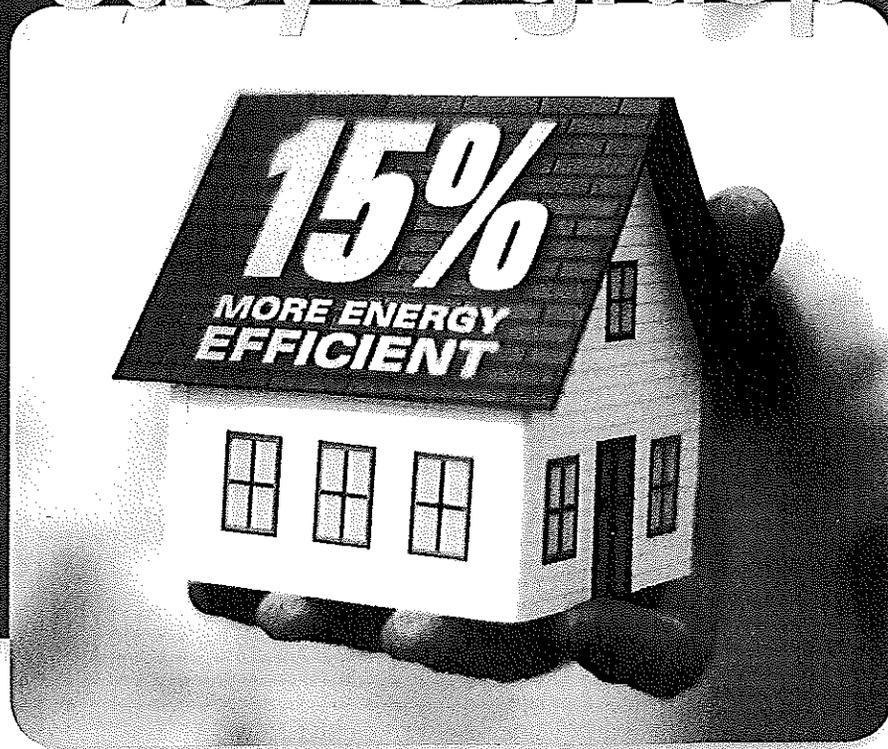
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The benefits of Home Advantage are
easy to grasp



home|advantage

 **Progress Energy**
SAVE THE WATTS

Home Advantage: Better energy efficiency, lo

When looking for a new home, look for the Home Advantage sign from Progress Energy. It's a sign of improved energy efficiency that will save you hundreds on your energy bills and increase your comfort for as long as you live in the home.

Home Advantage homes meet ENERGY STAR® guidelines so they are at least **15 percent more energy efficient than standard homes.**

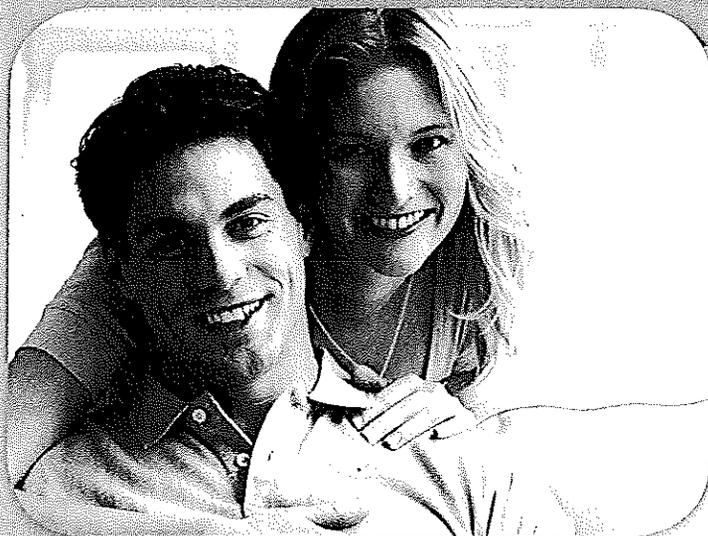
That means increased energy savings and lower monthly bills for you. In addition, only Home Advantage homes qualify for an automatic **5 percent discount from Progress Energy** for the lifetime of the home.

Since they save energy and conserve resources, Home Advantage homes are also better for the environment.



So save energy and money. Take advantage of Home Advantage today.

...er energy bills and an automatic 5% discount.



The energy and money you'll save when you invest in an energy-efficient Home Advantage home will actually pay you back month over month. In fact, the total cost of home ownership could go down by hundreds of dollars every year.

For example, if you add \$1,500 for energy-efficiency upgrades to the cost of a \$200,000 home:

**15% MORE
ENERGY
EFFICIENT**

- The mortgage goes up by just \$9 a month, assuming a 30-year fixed, 6 percent mortgage
- The monthly utility bills could come down by as much as \$31 per month
- This adds up to a net savings of \$22 per month, or \$264 a year. And that's before the 5 percent Progress Energy discount!

Learn more about the ENERGY STAR requirements at energystar.gov

Save energy. Save money.
Take advantage of
Home Advantage today.

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To find the Home Advantage builders in your area visit
savethewatts.com



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Progress Energy
SAVE THE WATTS

Now you can sell more homes
and get cash back.



home|advantage

 **Progress Energy**
SAVE THE WATTS

Your competitive advantage in today's market.

Home Advantage makes it easy to stand out with the energy-efficient, environmentally friendly homes today's buyers want. As a participant in this program, you'll receive cash-back incentives and special advertising support.



Sell more homes

Energy-efficient homes are in demand. And Home Advantage homes are built to the **ENERGY STAR**[®] level, so they're at least 15 percent more energy efficient than standard homes. Plus, these homes enjoy a 5 percent Progress Energy discount for the life of the house.

progress-energy.com/carolinasha

Get cash back.

With Home Advantage, incentives are available to builders or developers of new single-family, multifamily and high-rise multifamily dwellings. Home Advantage certification is easy – your Home Energy Rater will simply verify that the HVAC units meet the minimum required SEER ratings and that your project achieves **ENERGY STAR** certification.



Measure	Rebate per Dwelling	Details
Minimum Requirement: ENERGY STAR Qualified New Home	\$400	HVAC must meet minimum rating of 14 SEER
Additional Options: -Air to Air Heat Pump -Central AC -Geothermal Heat Pump	\$300 per HVAC unit* \$300 per HVAC unit* \$600 per HVAC unit*	15 SEER or higher 15 SEER or higher 17 EER or higher
Available to All Home Advantage Participants: Cooperative Advertising	\$50/dwelling	50% match up to \$50/dwelling

*Maximum of two (2) HVAC units/dwelling

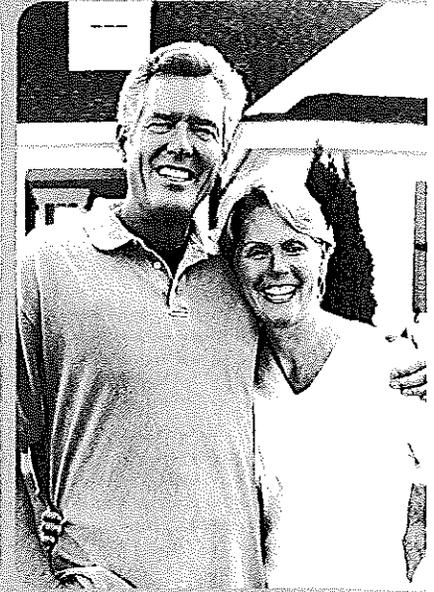
Please visit progress-energy.com/carolinashA for requirements in securing high-rise multifamily rebates.

Learn more about the **ENERGY STAR** requirements at energystar.gov

Energy efficiency: Good for you, the environment and homeowners.

Progress Energy created the Home Advantage program because we believe that energy efficiency benefits everyone. It's a great way to increase your sales, protect natural resources and help homeowners save money all at once. In fact, your customers could see net savings starting the very first month in their new homes. For example, if a homebuyer adds \$1,500 for energy-efficiency upgrades to the cost of a \$200,000 home:

- The mortgage goes up by \$9/month (with a fixed 30-year, 6 percent mortgage).
- The monthly utility bills could come down by at least \$31 per month, for an immediate savings of \$22/month.
- **The homeowner would realize minimum net savings of \$262 a year with Home Advantage.**



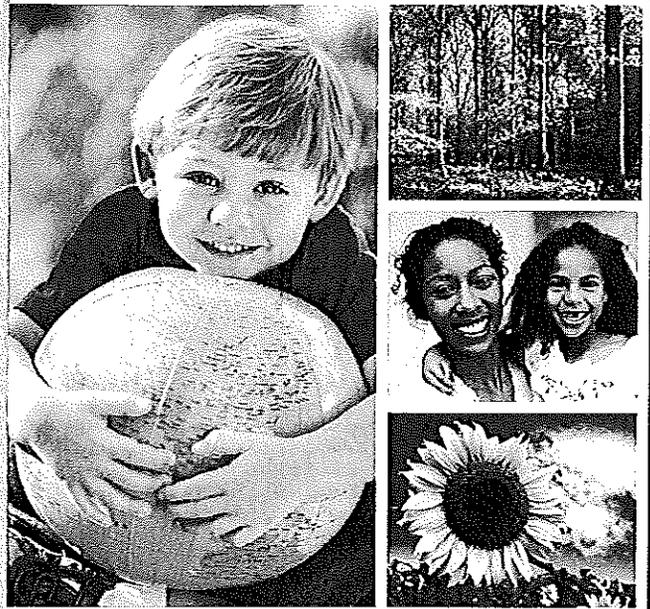
Learn more about Home Advantage from Progress Energy at
progress-energy.com/carolinasha
or call **1.800.327.8704**

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 **Progress Energy**
SAVE THE WATTS

You have the power
to help change
our energy future





EnergyWise

Make a real difference for the environment and get \$25

Introducing EnergyWise™

You can make a real difference for the environment and get \$25 back on your energy bill with EnergyWise – a free, voluntary program from Progress Energy. It's an easy, convenient way you can help your budget and the environment all at the same time.

Why EnergyWise matters

When high electric demand places an unusual burden on the area's power supply, EnergyWise helps use the available power more efficiently. This reduces the need for peak-time power that is often generated by fossil-fueled power plants and lessens greenhouse gas emissions. It's an easy way you and your family can make a real difference.

How EnergyWise works

When you enroll, we install smart, proven technology at your home that communicates with your central air conditioning system. This technology allows us to temporarily reduce energy consumption during times of unusually high energy demand by cycling power off and on to your air conditioner compressor.

When activated, the cycles occur at 10- to 15-minute intervals for up to four hours, typically between 1 and 7 p.m. The process is automatic and requires no effort from you.

EnergyWise: carefully designed for your convenience

The program is typically activated only a few days during the summer season and is limited to weekdays – no weekends or holidays. Plus, you may choose up to two days per season to override the cycling of your air conditioner.

No appointment is usually necessary for the installation and you can withdraw from the program anytime without penalty.

A \$25 credit as our thanks

Participation is free – plus you'll receive a \$25 annual credit on your electric bill every year you remain on EnergyWise.

The benefits of EnergyWise

- Environmentally friendly.
- No cost. 100 percent voluntary.
- \$25 annual bill credit.

For more information or to see if your home qualifies for EnergyWise, call **1.866.541.8886** or e-mail **progressenergywise@goodcents.com**.

Your residence must be owner-occupied and have centrally ducted central air conditioning to qualify. The program is not yet available in all areas.

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COM

 **Progress Energy**