

# Saint John Energy launches LED Holiday lighting campaign

November 1, 2007

Saint John Energy customers will soon be able to save in more ways than one when they purchase LED holiday lighting. Starting October 15th, 2007, Saint John Energy customers can bring their old incandescent holiday lights to the Charlotte Street office along with an original 2007 receipt indicating the purchase of LED Holiday lighting for a credit of up to \$20 on their next bill.

Chris Titus, Chairman of Saint John Energy, states that each customer would save approximately \$4 of electricity per string per year if they switch to LEDs. The projected savings to our customers over the life of the LED lights translates to a whopping \$360,000.

Saint John Energy converted the City of Saint John's Holiday lighting to LEDs in 2006 and reduced the electricity consumed by over \$6,000 annually. The company wanted to provide incentives to ratepayers to achieve similar savings in their own homes.

LED decorative light strings are safer, use up to 90% less energy than traditional holiday lights and last up to 10 times longer. LED lights are also more durable than incandescent bulbs: they're shatterproof, shock resistant and because they produce very little heat, LED seasonal lights reduce the risk of fire.

How the program works: Purchase any LED Holiday lighting, bring your receipt AND your old set of incandescent Holiday lights to the office, receive a credit of up to \$10 for the purchase price of your LED Holiday lights on your Saint John Energy account. Customers can receive a maximum of two \$10 credits provided they bring in at least 2 sets of incandescent holiday lights plus receipts. Receipts must be clearly marked LED.

The offer is valid from October 15th-December 15th, 2007 or until 9,000 strings have been received. Any 2007 receipt for the purchase of LED holiday lighting will be accepted.