

Time is Ticking on T12 Lighting

Take advantage of incentives before they disappear ...

ActOnEnergy[®]



The federal government is pulling the plug on T12 lighting!

In terms of efficiency, T12 lamps pale in comparison to the high-performance T8 and T5 lighting technology available today, so **nearly all T12 lamps will be phased out of production beginning in 2012**. And beginning July 1, 2010, magnetic ballasts commonly used for the operation of T12 lamps will no longer be produced for commercial and industrial applications.

This means that **all businesses will eventually have to replace their T12 lighting**. To help you get a head start, Act On Energy[®] is offering cash incentives to upgrade to high-efficiency T8 or T5 lamps. Incentives will decrease over time as the 2012 deadline approaches, so act now to maximize your incentive! **We guarantee that the incentive amount will never be greater than it is today.**

Plus, when you replace those outdated T12 lamps with high-performance T8 or T5 lamps, you'll gain a better quality of light and save as much as 33% in energy costs per fixture!

Bradley University: An Enlightened Energy User

If we were handing out grades, Bradley University in Peoria, Illinois, would get an A+ for its high-efficiency lighting project. In 2010, Bradley teamed up with Act On Energy to upgrade more than 1,800 T12 lamps in the Cullom-Davis Library. Nearly \$21,000 in Act On Energy incentives helped defray the costs to install state-of-the-art high-efficiency lighting fixtures – and the savings don't stop there. Bradley has reduced its annual energy use by nearly 170,000 kilowatt-hours – enough electricity to power 16 homes for an entire year. Now that's a bright idea!



ACT NOW!

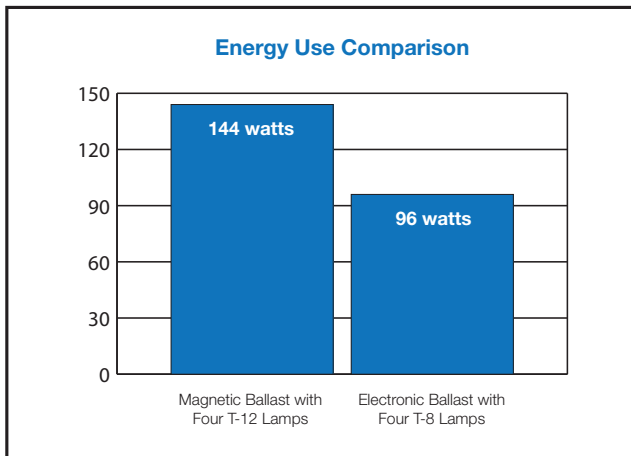
Act On Energy incentives for T12 fixture upgrades will not be available after T12s have been phased out in 2012. Plus, the amount of the incentives available will decrease as the 2012 deadline approaches.

Cash incentives for T12 upgrades will never be greater than they are today.

Don't wait until those T12 lights are obsolete – **ACT NOW** and **SAVE MORE** with Act On Energy!



It's Lights Out for T12 Lamps in 2012!



Pull the Plug on T12 Lamps!

Install newer, energy-efficient lighting equipment and gain a better quality of light and lower energy bills! If you replace just one magnetic ballast and four T12 lamps with a fixture using an electronic ballast and four high-performance T8 lamps, you'll use 33% less electricity and save approximately \$12 per fixture – every year!

Energy efficiency. It's good business.

Since launching the Act On Energy initiative in 2008, Ameren Illinois has granted more than \$10 million in incentive payments to help business customers — including private schools and nonprofits — save more than \$17 million in annual energy costs.

Incentives are available for a variety of energy-saving projects, including lighting, heating and cooling, refrigeration, motors, VFDs, process improvements and compressed air.

Why wait?

Act On Energy—and save!

ActOnEnergy.com

1-866-800-0747

ActOnEnergy®

What kind of lighting projects qualify?

A variety of lighting projects are eligible for Act On Energy incentives, including the following:

- Upgrading T12 lamps to high-efficiency T8 or T5 lamps.
- Installing lighting controls – such as occupancy sensors and daylight dimming systems – that automatically turn lights off when they are not needed.
- Replacing high bay (HID-type) fixtures with high-efficiency T8 or T5 lights.
- Replacing T8 lamps and ballasts with T5
- Upgrading exterior lighting for canopies and garages

Brighten Your Business and Boost Your Bottom Line

Submit your qualified Act On Energy lighting project and gain:

- Cash incentives
- Lower electricity bills
- Better lighting in your facility
- Longer lamp life; lower maintenance costs
- Reduced project costs for a faster payback

Did you know?

According to ENERGY STAR®, lighting accounts for 20 to 50 percent of electricity consumption, depending on the type of business. This means that significant cost savings can be achieved with energy efficiency improvements. And with continually improving equipment, lighting usually provides the highest return-on-investment of major upgrades.

Do I have T12 lighting?

If you're not sure if your business has T12 lighting, one quick way to identify T12 lights is to look at the end of a fluorescent tube in your facility. If it is 1 ½ inches in diameter, it is likely an inefficient T12 lamp. Visit ActOnEnergy.com for more information.