

Lowe's and ENERGY STAR: Building Something Together

Jason Warner
Marketing Manager –
Consumer Marketing

- Lowe's
- Our ENERGY STAR partnership
- Partnership opportunities

Lowe's Corporate Information

- Fiscal year 2006 sales of \$46.9, Lowe's Companies, Inc. is a FORTUNE® 50 company
- Serve approximately 13 million customers a week at more than 1,425 home improvement stores in 49 states, soon to be 50 + Canada
- 1 new store approximately every 3 days
- DIY, DIFM, and Commercial customers

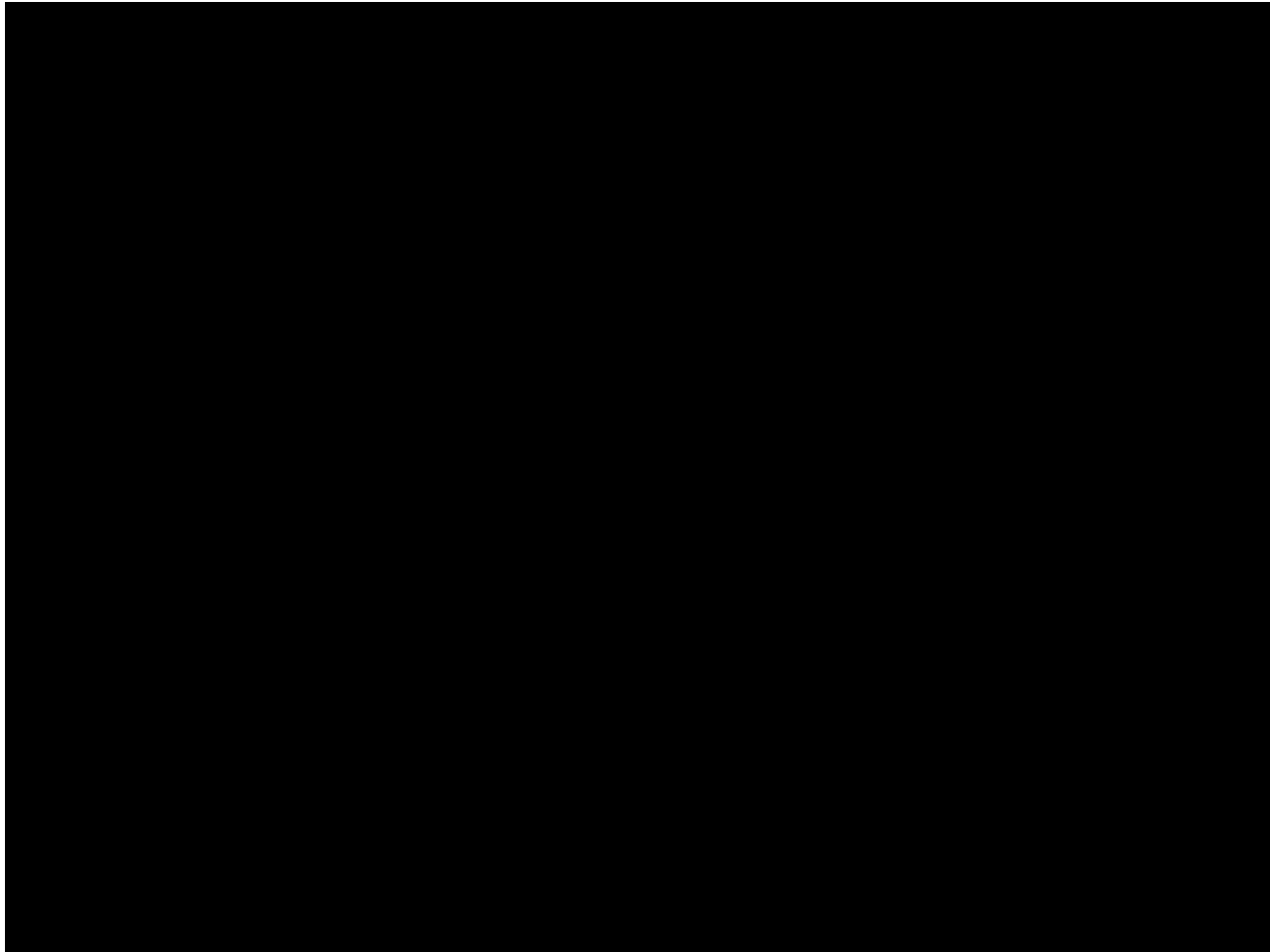
ENERGY STAR partner

- Partner since 2001
- Award-winning ENERGY STAR® Retail Partner for five consecutive years
 - Retail Partner of the Year 2003-2005
 - Excellence in ENERGY STAR promotion in 2007

Lowe's ENERGY STAR Objectives

- Position ourselves as the solutions center for energy efficiency products and projects
- Increase year round consumer awareness and sales through in-store and external initiatives
- Energy savings focused campaigns
 - Corporate wide ENERGY STAR signage
 - Energy Solutions Guide
 - Quarterly ENERGY STAR newsletter
 - Web (Lowe.com\Energy)
 - Fall Energy Savings month
 - Print and television media

Television Advertising



Benefits of ENERGY STAR Partnership

- Value to customer
- Trusted credibility
- Drive increased margin and sales
- Corporate citizenship

Partnership opportunities

ENERGY STAR Tax Free Holidays

- Motivate customers to replace old products or engage in energy efficiency projects
- Work with states to promote tax free holidays
- Streamlined Sales Tax Agreement
 - Work with Retail Merchants' Association and SSTA to add ENERGY STAR products



- The Lowe's Charitable and Educational Foundation and Lowe's vendor partners
- \$5 million dollars in innovative, PTO/PTA-initiated school improvement projects targeting K-12 education

Partnership Opportunity



Let local schools and parent organizations know about Lowe's Toolbox for Education program

- Encourage schools and parent organizations to submit grant ideas around energy efficiency
- Support local grant projects and work with them on PR around grants
- Direct parent organizations to apply for a grant on the Toolbox website: www.toolboxforeducation.com

Del Pueblo K-8 School



- One of six Colorado Legacy Schools by the American Solar Energy Society
- National Renewable Energy Laboratory , EPA, DOE, XCEL Energy, and ASES
- Installation of 22 Solar Tubes into three classrooms and installation of gym floor



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**Let's Build Something
Together!**

Contacts

- Jason Warner
 - Environmental Marketing Manager
 - Jason.K.Warner@lowes.com
- Tool Box for Education
 - <http://www.toolboxforeducation.com/>