

“Save The Watts” campaign leads to record savings

As Progress Energy celebrates the third anniversary of the launch of its comprehensive “Save the Watts” energy-efficiency campaign, the company’s Florida customers are marking the milestone by saving more energy and money than ever before using the online information and tools available at savethewatts.com, combined with other company-offered resources.

In 2009, Progress Energy Florida customers set a new company record by saving more than 87,000 megawatt-hours (MWh), or 45 percent more energy than they saved in 2007. Figures for 2010 are not yet available.

Last year’s energy savings equate to \$10 million in energy costs, representing enough energy to power more than 5,500 homes for a year.

Also in 2009, Progress Energy Florida customers participated in more than 56,000 free Home Energy Checks – the most performed in any single year. Through this free service, which can be performed online, over the phone, or in person, you can receive valuable energy-saving advice and information from the company’s highly-trained Energy Advisors. Participating in a free Home Energy Check is also the only way to qualify for many valuable rebates toward energy-efficient home improvements.

“The best way we can help customers better manage their energy use and lower their bills is through education, and we’re committed to helping our customers,” said Progress Energy Florida President and CEO Vincent M. Dolan. “The tools and information available at savethewatts.com can increase customers’ awareness of how they’re using energy and connect them with Energy Advisors trained to identify additional opportunities for energy savings.”

Progress Energy launched savethewatts.com in June 2007 as part of its “Save the Watts” energy-efficiency campaign. The highly interactive website features

program details and useful tips for customers to save energy and money, as well as a calculator for customers to measure their energy savings and also their carbon footprint. The website also contains important information about the company’s energy-efficiency programs, such as EnergyWise HomeSM, and available company rebates for energy-efficient improvements. By leveraging the website along with other communications tools such as social media, the company is taking a cost-effective approach to helping customers manage their energy costs.

Progress Energy is an industry leader in the development and implementation of programs helping customers save energy and money. Through the company’s energy-efficiency programs, Progress Energy Florida’s customers have collectively saved more than \$1 billion in energy costs since 1981, reducing the need for enough electricity to power more than 900,000 homes for a year. In all, Progress Energy Florida currently offers its customers 14 programs and more than 100 energy-efficient upgrades to reduce their energy bill and carbon footprint.

To find out more about the website, to sign up for a free Home Energy Check, or to learn more than 100 energy-saving tips, visit savethewatts.com.

To sign up for a free Home Energy Check, or to find out more energy saving tips, visit savethewatts.com or call 1.877.364.9003. For valuable energy-saving tips and advice, follow Progress Energy on Twitter @EnergyAdvisors.

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