

## **Lutron Kicks Off Energy-Saving Awareness Campaign with National TV Commercials, Energy Website, 2011 Mobile Experience Tour**

**Coopersburg, PA (November 1, 2010)** – Lutron Electronics wants homeowners and business owners alike to better understand the energy-saving benefits of using its dimmers, sensors, appliance controls and automated shading systems. To that end, Lutron is pleased to announce the launch of a national, energy-saving awareness campaign with an aggressive goal: *to get every home in the United States to replace two light switches with energy-saving dimmers.*

Lutron is taking its message to millions of homes in America by way of four, 30-second TV commercials, which will air nationally on the Home and Garden Television (HGTV) and Do It Yourself (DIY) networks now through early 2011. The commercials feature Lutron's new C-L (for use with dimmable CFLs and LEDs) and eco-dim® dimmer collections, which, when used in a home, can save up to \$50\* and \$30\*\*, respectively, in energy savings, per dimmer, per year.

Additionally, Lutron will unveil its new energy-saving website ([\*\*www.LutronSavesEnergy.com\*\*](http://www.LutronSavesEnergy.com)) to coincide with the launch of the commercials. The site is full of educational tips, ideas and tools for incorporating energy-saving Lutron products throughout a home and office.

"Lutron has been committed to saving energy since 1961," said Chris Murray, senior vice-president of Lutron's residential solutions business. "In fact, we estimate the installed base of our products already saves the nation nearly 10 billion kWh of electricity, or approximately \$1 billion in utility costs per year. This latest campaign is our most coordinated effort yet to educate the public on the many energy-saving benefits of Lutron products."

Lutron estimates that by installing two dimmers in place of two standard light switches in every home in the US, the potential annual savings could be \$1.2 billion in electricity and close to 25 billion pounds of CO<sub>2</sub>—the equivalent to taking more than one million cars off the road.

"This is the kind of initiative in which everyone can play a part and make a difference," said Murray. "Lutron dimmers start at \$7 apiece, making them an affordable and stylish update to a home."

In conjunction with the TV commercials and the new website, Lutron will be continuing its nationwide Mobile Experience Center (MXC) tour. Launched in the fall of 2009, the 43' long MXC offer visitors a first-hand experience and education of Lutron's energy-saving products, ranging from single-light dimmers, through whole-house systems and automated shades.

The MXC features dozens of Lutron products and solutions displayed in several residential vignettes, offering visitors a true, first-hand experience of using the products. In early 2011, the MXC will be making stops in Orlando, Dallas/Fort Worth, Phoenix, Las Vegas, Southern California, parts of New Mexico, Denver, Kansas City and St. Louis.

"Between the TV commercials, our print advertising, the new energy website and the MXC, we'll be engaging tens of millions of homeowners and helping them make educated decisions about ways to save energy in their homes," said Murray.

**About Lutron Electronics ([www.lutron.com](http://www.lutron.com))**

Lutron Electronics Co., Inc., headquartered in Coopersburg, Pennsylvania, designs and manufactures lighting controls and automated window treatments for residential and commercial applications. Lutron products save energy and make light bulbs last longer, making them an eco-friendly addition to the home and office. Lutron estimates that each year, the installed base of its products saves the nation nearly 10 billion kWh of electricity, or approximately \$1 billion in utility costs. That's the equivalent output of several large coal or nuclear-fired power plants.

*\*\$50 savings based on replacing a switch with a Lutron C•L dimmer and replacing your incandescent bulbs with dimmable CFLs. Actual savings may vary depending on use and application. A high percentage of the savings derive from switching from the incandescent to the CFL. Typical residential savings are estimated to be \$22 per year. Stated savings of \$50 based on replacing (5) 65 W incandescent reflector lamps (rated at 1,500 hours each, costing \$1.75 per lamp or (5) 3,000 hour halogen bulbs costing \$3.35 per lamp) with (5) 16 W CFL reflector lamps (rated at 8,000 hours each, costing \$11.49 per lamp) and dimming for 5 hrs per day with electricity cost of \$0.1176/kWh. \$50 savings further assumes lamps are dimmed to 50% perceived light level, corresponding to 40% reduction in power level.*

*\*\*\$30 savings based on replacing a switch with a Lutron dimmer. Actual savings may vary depending on use and application. Typical residential savings are estimated to be \$8 per year. Stated savings of \$30 based on dimming (5) 65 W incandescent reflector lamps (rated at 1,500 hours each, costing \$1.75 per lamp or (5) 3,000 hour halogen bulbs costing \$3.35 per lamp) for 5 hours per day with electricity cost of \$0.1176/kWh. \$30 savings further assumes lamps are dimmed to 50% perceived light level, corresponding to 40% reduction in power level.*

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