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2010 Power Savings Event TV PROGRAM

To All TV Retailers not yet participating in the 2010 Power Savings Event:

The OPA's 2010 Power Savings Event TV Program offers participating retailers a payment for each eligible TV sold. The OPA has recognized that not all TV retailers were informed about the 2010 Power Savings Event (PSE).

To ensure that all retailers wishing to participate in the program have an opportunity to do so, the OPA is extending the offer for additional retailers to join the program.

Retailers that wish to participate in the program are invited to sign a program Participation Agreement between June 15 and August 31, 2010. Agreements and further program details can be found at: <http://www.energystore.com/OPATVprogram/> (if this link does not work, please email FallTVProgram@energystore.com).

The Participation Agreement details all terms and conditions that retailers accept in order to receive their payments. The Participation Agreement is a standard offer agreement and therefore there will be no exceptions to the requirements or terms.

For the period that begins seven business days after execution of the program Participation Agreement until September 30, 2010, payments are made based on sales of TVs that meet ENERGY STAR 4.1 specification. From October 1 to December 31, 2010, payments are made based on sales of TVs that meet ENERGY STAR 5.1 specification. A full list of qualifying televisions can be found at <http://www.cee1.org/resid/rs-ce/files/EfficientTelevisionsList.xls>

There are four payment levels for which a TV retailer can qualify. To qualify, each retailer will have to ensure that the defined requirements are met. Requirements include:

- At shelf point-of-sale (POS) material provided by the OPA with each qualified product, at each participating store.
- Retailer funded media element that includes: Newspapers, print flyers, billboards, magazines, radio or television, but not internet advertising.
- Feature Placements: Feature placement can be end caps or another prominent place in the store. Feature placements shall emphasize energy efficiency, include OPA branding, and must be visible to customers.

- Aggressive sale: At least one Eligible TV will be placed on “aggressive” sale and will use OPA branding and as part of the Campaign

Incentive Levels and Requirements:

Level	Incentive Amount	Requirements
1	\$20.00	<ul style="list-style-type: none"> ○ At shelf POS (provided by OPA) ○ 2 media elements (1 in October)
2	\$22.50	<ul style="list-style-type: none"> ○ At shelf POS (provided by OPA) ○ 4 media elements (2 in October)
3	\$25.00	<ul style="list-style-type: none"> ○ At shelf POS (provided by OPA) ○ 4 media elements (2 in October) ○ Feature placement of eligible TV for October and one other calendar month ○ One Eligible TV on aggressive sale in October
4	\$30.00	<ul style="list-style-type: none"> ○ At shelf POS (provided by OPA) ○ One media element per month ○ Feature placement of two eligible TVs for 2 months (October and one other calendar month) ○ Two Eligible TVs on aggressive sale in October ○ 25% of all TV SKUs must be ENERGY STAR 5.1 and 50% must be 4.1 qualified during the 4th quarter of 2010

I look forward to working with all of you to make the Power Savings Event TV Program a success.

Best regards,



Kathryn Quail
Manager, Channel Development