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Measure, Reduce and Generate: Lowe's Launches First Energy Centers

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Building on its longstanding commitment to provide innovative products and great value, Lowe's is introducing an easier way for consumers to save money on energy bills. Today Lowe's announced it is launching Energy Centers in 21 California stores. The Energy Center is a one-stop, easy-to-shop destination that empowers customers to create an energy plan that fits their budget and home improvement goals.

The Energy Center outlines three ways for customers to save energy and money.

- Measure how much energy they use or lose with power monitors and other devices
- Reduce energy consumption with CFLs and other money-saving products
- Generate and use renewable energy with solar panels

An information kiosk offers a touch-screen display to help customers evaluate energy needs, and the Energy Center features products that offer alternative energy solutions.

"Homeowners are paying more attention than ever to their utility bills, and the first step to saving energy is tracking where it's going," said Nick Canter, Lowe's executive vice president of merchandising. "By providing monitoring tools to help customers know their numbers, Lowe's is helping them find the money-saving solution that's right for them."

Lowe's is the first major retailer to offer many of these products in one place and the first to stock and sell grid-connected solar panels in stores. The energy-saving products will be available nationwide at Lowes.com : cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww..

Measure

Black & Decker's Power Monitor (\$79) allows consumers to measure their home's real-time energy use and receive feedback to help them change consumption habits. In addition to measuring real-time energy use and projecting monthly bills, The Energy Detective, or TED (\$240), from Energy Inc., measures solar generation and allows users to view data remotely. The Energy Center's kiosk display features product demonstration videos, tips to control energy costs, and a Chooserenewables.com tool that helps consumers assess their home's potential for solar and wind power.

Reduce

To reduce energy consumption, the Energy Center offers easy solutions, many as simple as changing a light bulb. Consumers can switch out an old 60-watt incandescent bulb for a 13-watt micro-mini CFL that lasts up to 11 years. A programmable thermostat can help save about \$180 a year, according to the U.S. Environmental Protection Agency. Lowe's success educating consumers about the benefits of energy-efficient products earned the company its fourth ENERGY STAR® Retail Partner of the Year Award in 2009. Look for the Build Your Savings and ENERGY STAR icons throughout Lowe's stores for other money-saving products, and find more ways to save with Lowe.com's Home Audit Tool : cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww..

Generate

Homeowners also will be able to harness the power of the sun or wind to generate the energy they need. For those seeking power on the go, Sunforce's 6.5-watt folding solar panels (\$99) charge car and boat batteries, as well as cell phones and MP3 players. Generating power for the home just got easier, too. Akeena Solar's Andalay AC Solar Power System (\$893 per panel), winner of a 2009 Popular Mechanics Breakthrough Product

Award, has built-in inverters that produce household AC power, so there is no high-voltage DC wiring. Adding to the system's simplicity and safety, the racking, wiring and electrical grounding components are integrated into the solar panels. The modular design of the Andalay panels allows homeowners to start by installing one panel, then add more later.

As the wind kicks up, watch electric bills go down. Coming soon, Lowe's will offer utility-connected wind turbines by special order. The 10,000 watt Excel-S turbine by Bergey Windpower is installed on a 100-foot tower, and is suitable for rural homes, farms and small businesses.

Cascade Renewable Energy's 1,000 watt Swift Wind Turbine boasts a 7-foot wingspan and can be mounted to a rooftop or pole at various heights. Its innovative design makes it suitable for urban and suburban areas. Tax credits and incentives are available for eligible solar power and wind-generating systems.

The Energy Center is available in Lowe's California stores in Antioch, South Antioch, Burbank, Cotati, Dublin, North Fontana, Fremont, Livermore, Pacoima, East Palmdale, Palmdale, San Bruno, East San Jose, East Santa Clarita, Simi Valley, South San Francisco, Sunnyvale, Union City, Vacaville, Victorville and West Hills. The Energy Center will be in additional U.S. and Canadian stores in 2010.

About Lowe's

With fiscal year 2008 sales of \$48.2 billion, Lowe's Companies, Inc. is a FORTUNE® 50 company that serves approximately 14 million customers a week at more than 1,700 home improvement stores in the United States and Canada. Founded in 1946 and based in Mooresville, N.C., Lowe's is the second-largest home improvement retailer in the world. For more information, visit Lowe.com : cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww... .

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