

New 2008 headlines with “Green” linkage:

1. Going **Green**? Start with these builders and the blue **ENERGY STAR®**
Learn more at energystar.gov
2. Get a **Greener** new home with these builders and the blue **ENERGY STAR®**
Learn more at energystar.gov
3. Start living **Green** with a new home that’s earned the blue **ENERGY STAR®**
Learn more at energystar.gov
4. These builders are helping home buyers go **Green** with the blue **ENERGY STAR®**
Learn more at energystar.gov
5. How can blue be **Green**? When it comes on a new home that’s earned the **ENERGY STAR®**
Learn more at energystar.gov
6. Choose a home that’s earned the blue **ENERGY STAR®** to start going **Green**.
Learn more at energystar.gov

Popular headlines from 2007:

1. Only the most dedicated [area] builders meet new ENERGY STAR® requirements to offer you greater efficiency, comfort, and performance.
Find out how at energystar.gov
2. Find out how new ENERGY STAR® requirements make the best builders in [area] even better at energystar.gov
3. These builders are using new ENERGY STAR® guidelines to bring you a whole new level of comfort, efficiency, and performance.
Find out how at energystar.gov
4. These builders are using new ENERGY STAR® guidelines to revolutionize homebuilding in [area].
Find out how at energystar.gov

New, shortened versions of 2007 popular headlines:

1. These dedicated ENERGY STAR® builders offer you greater comfort, efficiency, and performance.
Find out how at energystar.gov
2. New ENERGY STAR® requirements make the best builders even better.
Find out how at energystar.gov
3. Only the most dedicated [area] builders can meet new ENERGY STAR® requirements.
Find out how at energystar.gov

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2008 Blue Box Text

For Partner-sponsored Templates Using Headlines with **Green** Linkage:

JOIN EPA AND THESE [AREA] BUILDERS IN THE FIGHT AGAINST GLOBAL WARMING.

For home buyers looking to go green and help protect the environment, energy efficiency is the best place to start. And the easiest way to make sure your next new home is energy efficient is to look for the blue ENERGY STAR. Learn more at energystar.gov.

For EPA-sponsored Templates Using Headlines with **Green** Linkage:

CHOOSE ENERGY STAR TO JOIN EPA IN THE FIGHT AGAINST GLOBAL WARMING.

For home buyers looking to go green and help protect the environment, energy efficiency is the best place to start. And the easiest way to make sure your next new home is energy efficient is to look for the blue ENERGY STAR. Learn more at energystar.gov.

For Partner-sponsored Templates Using 2007 Headlines:

JOIN EPA AND THESE [AREA] BUILDERS IN THE FIGHT AGAINST GLOBAL WARMING.

Homes that earn EPA's ENERGY STAR are more energy efficient, offer better comfort and lower utility bills, and help protect the environment by reducing the greenhouse gases that contribute to global warming. Learn more at energystar.gov.

For EPA-sponsored Templates Using 2007 Headlines:

CHOOSE ENERGY STAR TO JOIN EPA IN THE FIGHT AGAINST GLOBAL WARMING.

Homes that earn EPA's ENERGY STAR are more energy efficient, offer better comfort and lower utility bills, and help protect the environment by reducing the greenhouse gases that contribute to global warming. Learn more at energystar.gov.