

From: ENERGY STAR [whatshappening@energystar.gov]

Sent: Tuesday, January 16, 2007 4:19 PM

Subject: ENERGY STAR for Windows, Doors, and Skylights Rings in the New Year with the Partner Resource Guide

Dear ENERGY STAR Partner,

The Department of Energy (DOE) is pleased to offer a new resource to help you increase sales of ENERGY STAR qualified products: the *Windows, Doors, and Skylights Partner Resource Guide*. For the first time, you can access consumer messaging, fun facts, market data, and cost savings information in a single document. DOE encourages you to use this information in all your marketing channels - point of purchase, Internet, in-home sales, TV, radio, and print.

Notable features of the Partner Resource Guide include:

- Updated dollar savings estimates on a regional and city basis.
- Information on financial incentives for purchasing ENERGY STAR-qualified windows.
- Consumer messaging regarding the benefits of ENERGY STAR-qualified windows.
- Market data including regional and national market share and cost effectiveness of ENERGY STAR qualified windows.
- Technical elements of windows, doors, and skylights broken down in a consumer-friendly format.

Please contact Stephanie Cary at 301-588-9387 or slcary@drintl.com with any questions or requests for artwork.

Innovation. Performance. Savings
ENERGY STAR® Makes It Simple.