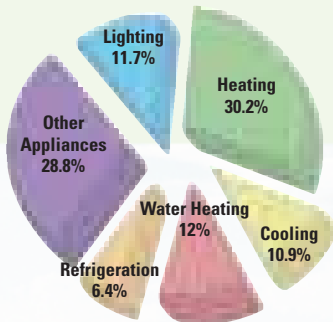


How much energy can I save? According to the U.S. Department of Energy and the U.S. Environmental Protection Agency, the average U.S. household can save 20% to 30% on their total utility bills through energy efficiency upgrades.

What is a Carbon Footprint? Your carbon footprint is the effect your actions have on the environment in terms of carbon dioxide emissions. Many of your every day actions produce carbon dioxide and have a direct impact on your carbon footprint. In fact, in the U.S., over 50% of a typical individual's carbon footprint is a direct result of home energy use.

What is a Typical U.S. Household's Energy Use?



Source: U.S. Department of Energy, 2005

What is CleanStepsSM Conserve? It is a new plan to help you take action to decrease the energy use in your home. It includes a personalized home energy review, installation of on-the-spot energy efficiency measures, and a customized report with energy-saving recommendations.

**Save Energy.
Save the Environment.
Save Money.**

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www.cleansteps.com/conserve

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Introducing CleanStepsSM Conserve – a plan to help you save energy, save the environment, and save money.

Save Energy.

CleanStepsSM Conserve starts saving you energy immediately and gives you the information you need to meet your home energy saving goals.

Save the Environment.

By taking action to reduce energy use in your home, you will reduce your carbon footprint and improve the environment.

Save Money.

You will learn which home energy saving measures save the most for the least investment.



The EPA estimates that insulating and air sealing your home can typically save up to 20% on heating and cooling costs.

In the average home, 75% of the electricity used to power electronics is consumed while the products are turned off.

What does CleanStepsSM Conserve include?

Personalized Home Energy Review

Our home energy expert visits your home and reviews your energy saving opportunities from top to bottom.

We will check for:

- missing insulation in attic and flooring;
- doors, windows, and other areas that leak energy (*and money*);
- inefficient heating and cooling systems; and
- much more.

On-The-Spot Energy Efficiency Measures

Our home energy expert installs a number of simple energy efficiency improvements such as:

- compact fluorescent light bulbs;
- pipe insulation;
- a smart power strip; and
- draft stoppers in electrical outlets.

Customized Report with Energy Saving Recommendations

Your report will provide you with comprehensive information on reducing your energy use. Each recommendation will include:

- estimated energy and cost savings;
- estimated cost to implement the recommendation; and
- the estimated annual reduction to your carbon footprint.

Assistance with Follow-up Measures

WGES will assist you in taking the next steps to implement the recommendations you choose.

WGES will:

- help you find contractors who can work with you to improve your home's energy efficiency; and
- bring you special offers on energy efficiency and conservation products.

With CleanStepsSM Conserve you'll begin saving energy right away and have a customized plan for even greater savings.

I'm ready to save energy, save the environment, and save money!

Schedule your home visit.

Home energy reviews take place between 8AM to 6PM, Monday through Friday. Our customer service staff will call you and make every effort to schedule your visit during the first six weeks after receiving your enrollment.

Be home during the review.

You will want to be home during your energy review to better understand your energy saving opportunities and to talk with the evaluation expert. The inspection will take approximately 2 to 3 hours.

Act quickly, this is a limited offer.

See your letter for instructions on signing-up by mail, phone, or online.