



We're on it.™

BGE Smart Energy Savers Program™

AESP Energy Awards

February 9, 2010

**Outstanding Achievement
Marketing Communications
Honorable Mention**

BGE SMART ENERGY SAVERS PROGRAM™



Objective: BGE launched a comprehensive portfolio of energy efficiency and conservation programs, under the BGE Smart Energy Savers ProgramSM, designed to help its 1.2 million residential and business customers save energy and money..

Description: In 2009 BGE launched a comprehensive suite of residential and commercial energy efficiency initiatives under the BGE Smart Energy Savers Program.SM The program provides consumers with a multitude of choices to help reduce energy use, save money and protect the environment. Options include lighting and appliance discounts, rebates and recycling, HVAC incentives, limited income energy efficiency, ENERGY STAR New Homes, and several home energy audit options. BGE's commercial and industrial customers can also take advantage of ways to maximize energy efficiency with financial incentives and engineering services for projects that involve retrofitting existing inefficient equipment, new construction, major renovation/remodeling, new equipment purchases and end-of-life equipment replacements.

Key Results: The goal is to reduce energy consumption, thus BGE closely tracks participation in programs. Following is a breakdown of participation by program as of September 30, 2009:
Total participants across all programs: 146,965 Energy Savings (MWh): 57,522

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