

Metro Lighting's 2013 Accomplishments

- Metro Lighting now stocks more than 235 SKUs of ENERGY STAR qualified lighting fixtures, ceiling and ventilation fans, CFL bulbs, recessed LED lighting, and LED bulbs. This is an increase of 15% from last year.
- Metro Lighting continues to work with our local utility, Ameren Missouri, to reduce the cost of ENERGY STAR certified products for our customers and has saved our customers more than 4.3 million kWh per year. Because we have been so successful in promoting Ameren Missouri's *Act on Energy* program Metro Lighting has been promoted to Platinum status. We have also been selected to take part in a pilot point of purchase (POP) *Act on Energy* BizSavers program.
- Metro Lighting's commitment to renewable energy has removed 620,000 pounds of CO2 emissions, since 2009, by purchasing RECs from Ameren Missouri's Pure Power program.
- Metro Lighting's web site continues to promote the ENERGY STAR pledge program and has a dedicated section educating customers about energy efficient lighting and controls. In 2013 we added a energy savings calculator to the web site to promote the sale of ENERGY STAR certified LED bulbs.
- Metro Lighting installed a level 2 Electric Vehicle charger at its Brentwood location. We now offer free EV charging at our Chesterfield and Brentwood Locations 24 hours a day. We plan to add a third charger at our O'Fallon location.
- Metro Lighting hosted Plug In America's Electric Vehicle Car show, which featured 32 electric vehicles, 64 test drives, 12 vendors, and more than 125 people in attendance.
- Metro Lighting has installed a 10kW solar awning at our Chesterfield location, with plans to add an 15kW solar array on the roof.
- Metro Lighting's *Show Me LED II* event educated more than 300 employees, customers, contractors, interior designers, and interested citizens on emerging LED technology with a emphasis on ENERGY STAR certified products.
- Metro Lighting, our partners, and vendors continue to go to great lengths to train our sales force, contractors, builders, and customers to be energy stars.
- Metro Lighting educates customers about the ENERGY STAR program and energy efficient lighting at the *St. Louis Earth Day Festival* and Missouri Botanical Garden's *Green Homes & Great Health Festival*.
- Metro Lighting's recycling program for fluorescent, HID, and CFL light bulbs collected about 13,000 bulbs in 2013. We have now recycled more than 50,000 light bulbs that would have gone into landfills.
- Metro Lighting's in-house trash recycling program continues to send more than 810 cubic feet of material to be recycled per week (42,120 cubic feet per year). This is in addition to the material collected biweekly by St. Louis Recycling. We have recycled more than 195,000 cubic feet of paper, glass, and metal since 2009.

Product Selection

As Missouri's largest independent retail/wholesale lighting showrooms Metro Lighting realizes the importance of providing a wide variety of ENERGY STAR certified residential lighting fixtures, commercial lighting fixtures, ceiling fans, exhaust fans, LED and compact fluorescent lamps to our customers. In addition to continuously expanding our ENERGY STAR certified CFL lighting we now offer a huge selection of ENERGY STAR certified LED residential and commercial light fixtures, bulbs and retrofit kits. Metro Lighting realizes the importance of LED technology and wants to offer our customers quality products with warranties that protect their investments; ENERGY STAR allows Metro to do just that. Metro Lighting will continue to increase our inventory of ENERGY STAR certified products as they become available by sourcing products from vendors such as Seagull, Minka, Feiss, Kichler, Progress, Thomas, Quoizel, Emerson, Casablanca, Satco, TCP, Philips, Toshiba, Halo, RAB, WAC Lighting, Philips, Lightolier, Color Kinetics, Nuvo Lighting, Tech Lighting, Toshiba, Kolour One, Cooper Lighting, Juno, Halo, Modern Forms, Acculite, Cree, Forecast, MaxLite, Alico, LED Inspirations, Lithonia and many others.

Sales Associate Training

Metro Lighting recognizes the important role the sales associate plays in being the voice of ENERGY STAR and the energy efficient movement in general. In addition to realizing how Metro Lighting can help the environment by showcasing ENERGY STAR certified products, Metro Lighting has also identified how education and training in this field can significantly give us an edge over our competitors. The consumer needs to be educated and in most cases that education is happening right on the sales floor. Metro Lighting has gone to great lengths in training our 65 sales associates. Ameren Missouri and our vendors have been great partners in this effort as well. All of our seven showrooms' employees have had training from Ameren Missouri on ENERGY STAR fixtures, CFL and LED bulbs and CFL recycling. Metro Lighting makes it a point to include new ENERGY STAR education at each of our quarterly employee sales meetings. These meetings focus on teaching our sales force why they should sell ENERGY STAR certified fluorescent and LED lighting fixtures, ceiling fans, exhaust fans, LED and CFL bulbs and LED retrofit recess lighting. The training for these meetings is led by our general manager, Matt Gagnepain CLC. The additional training events feature experts from our various vendors and partners.



(Dinner With training, Lutron, 2013)

Metro Lighting has held multiple training events with various vendors including: The *Dinner With* is a company wide series of training meetings. Meetings feature training from manufacturer representatives from across the country. The representatives are asked to showcase any ENERGY STAR certified and/or energy efficient products they sell. The *Customer Appreciation BBQ* series focuses on educating our employees and electrical contractors. These meetings feature education on ENERGY STAR certified and/or energy efficient products from manufacturers representatives from across the country. Customers are required to participate in the training to be entered into a prize drawing. The representatives are asked to showcase any ENERGY STAR certified and/or energy efficient products they sell.

Dinner with Kichler: Discussed new product lineup. Product demonstration of ENERGY STAR certified ceiling fans and the new RGB adjustable LED tape light.

Dinner with Emerson: Product demo of the ENERGY STAR certified EcoMotor, Midway Eco fan, and Avant Eco fan.

Dinner with Feiss: Feiss has recently rebranded from Murry Feiss with Monte Carlo. The meeting discussed their Monte Carlo line of ENERGY STAR certified ceiling fans and light kits and Feiss outdoor ENERGY STAR certified fixtures.

Dinner with Minka Lavery: Discussed Minka's large selection of ENERGY STAR certified lighting fixtures. Topics included benefits of the GU24 based socket and addressing customer concerns.

Dinner with Lutron: Discussed the importance of lighting controls in saving energy and LED - CFL dimming problems. The Eco Dimmer product line was demonstrated.

Customer BBQ with Panasonic: Customers and employees were shown the features of the ENERGY STAR certified Whisper Green LED ventilation product line.

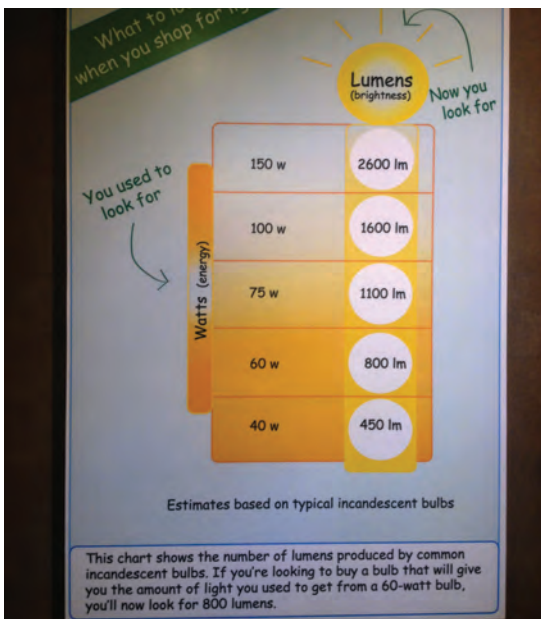
Customer BBQ with Philips - Lightolier: Philips showcased multiple ENERGY STAR certified LED retro fit bulbs and LED and CFL recessed lighting options.

Customer BBQ with Intermatic: Intermatic has a very limited collection of ENERGY STAR certified products but Metro Lighting believes lighting controls are an important part of the energy conservation equation.

Ameren Missouri: Representatives traveled to each location to educate our sales staff on Energy Star qualified LED and CFL bulbs in preparation for the instant savings program. We have also held lunch and learn meetings with Ameren Missouri representatives to discuss the BizSavers program with our outside sales department

In-Store Marketing

As a proud ENERGY STAR partner Metro Lighting's knowledge and commitment to the ENERGY STAR program continues to grow each year. We believe it is critical to make customers more aware of the availability and benefits of ENERGY STAR certified products. Our locations are widely spread throughout the greater St. Louis area. Because of this, Metro Lighting reaches a large audience of consumers by displaying ENERGY STAR certified products at each location. Our in-store marketing includes displays of ENERGY STAR certified lighting fixtures, ceiling fans, exhaust fans, LED and compact fluorescent bulbs. The displays include a variety of manufacturers to appeal to different styles, tastes, and budgets. Our flagship Brentwood location displays more than 100 ENERGY STAR qualified products. All Metro Lighting locations feature TCP and Satco ENERGY STAR certified CFL and LED bulb racks, ENERGY STAR signage, signage educating customers about lumens vs. watts, Ameren Missouri signage, and ENERGY STAR educational pamphlets for children featuring the movie *Epic*. Metro Lighting displays are continuously updated and enhanced as are all items in our showrooms pending on sales and trends. Metro Lighting also uses an electric comparison meter to visually educate our customers on the electricity saved by using ENERGY STAR certified CFL and LED bulbs. ENERGY STAR and Ameren Missouri have been a tremendous help in keeping our showrooms stocked with useful "Energy Savings" literature and signage to educate our customers.



(Photos of Metro Lighting's Brentwood showroom 2013)

Metro Lighting's second annual SHOW ME LED was held at our Brentwood location on April 16. We believe it was a huge success with more than 300 interior designers, electrical contractors, employees, and residential customers attending. This year's attendance was boosted by coupling it with two American Society of Interior Design (ASID) continuing education classes (CEU) classes. Metro Lighting believes by exposing the 76 interior designers in attendance to attractive ENERGY STAR certified LED products we can advance the adoption of this technology more quickly. The classes were taught by Adorne/Legrand and WAC Lighting. The SHOW ME LED II event featured products from Philips, Lightolier, Color Kinetics, Toshiba, Cooper Lighting, Juno, Halo, Legrand, Modern Forms, Acculite, Tech Lighting, Cree, MaxLite, Lutron, Forecast, Kolour One, Alico, American Lighting, LED Inspirations, Rab and TCP. Vendors who participated were asked to promote ENERGY STAR certified LED products available from their manufacturers.

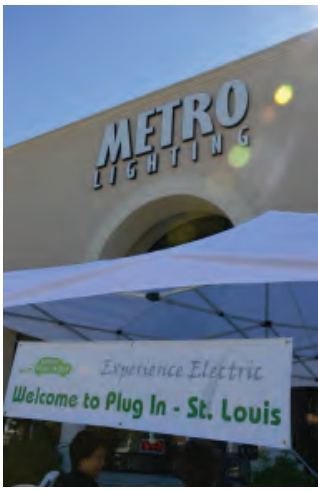


(Photos from the SHOW ME LED II and SAID training event 2013)

Ex-Store Marketing

Metro Lighting realizes the importance of educating the consumer about ENERGY STAR outside of our showrooms. In order to reach the general population in St. Louis and make them aware of our ENERGY STAR offerings, we began regularly advertising ENERGY STAR certified lighting, LED and CFL bulbs in local media; participated in the two major St. Louis energy festivals; and donated ENERGY STAR certified and energy efficient lighting products to *Habitat for Humanity* homes and their Restore. Metro Lighting is a proud sponsor of Ameren's Pure Power renewable energy program. In fact we advocated for the program's renewal by the Missouri Public Service Commission. Metro Lighting has been a voluntary member since 2009 and has removed 620,000 pounds of CO2 emissions by purchasing RECs from Ameren's Pure Power program. Metro Lighting is a proud to be an active member of Ameren Missouri's Act on Energy residential (LightSavers) and commercial (BizSavers) programs. Through Ameren Missouri's BizSaver program Metro Lighting has helped our customers save 4.3 million kWh of energy (per year). Because of Metro Lighting's success we have been promoted to Platinum status and have been selected to take part in a pilot point-of-purchase (POP) BizSavers program. Metro Lighting also participated in Ameren Missouri's ENERGY STAR LightSavers program and offers instant rebates on ENERGY STAR certified CFL and LED bulbs. Metro Lighting is committed to working with Ameren Missouri to reduce the end cost for ENERGY STAR products for our customers.

Metro Lighting hosted National Plug In Day at our Brentwood location. National Plug In Day is a nationwide celebration to heighten awareness of today's widespread availability of plug-in vehicles and highlight the benefits of all-electric and plug-in hybrid-electric cars, trucks, motorcycles, and more (<http://www.pluginday.org/>). In addition to hosting the event, Metro Lighting's project manager, Nicholas Frisella, played a key role in the event's success. The event had perfect weather, 12 energy efficient vendors, 32 different electric vehicles, and provided 64 test drives to people interested in this new technology. More than 125 attendees were on hand to learn about electric vehicles, environmental responsibility, and ways to reduce energy consumption. Electric and hybrid vehicles ranged in size from a scooter to a pickup truck. The lack of combustible engines allowed the smell of free BBQ to permeate the air. Music, face painting, a clown, and balloon sculptors entertained young and old alike.



(Photos from National Plug In Day 2013)

Metro Lighting has installed Electric Vehicle Charging Stations at its Brentwood and Chesterfield locations. The Level 2 charging stations are public and free for anyone to use. Metro Lighting plans to install a third free EV Charger in 2014.



(Photos of Metro Lighting's Electric Vehicle chargers 2013)

In 2013 Metro Lighting gave away more than 1,000 ENERGY STAR certified CFL light bulbs at the *St. Louis Earth Day Festival* and the *Green Homes and Great Health Festival*. TCP continues to generously donate the ENERGY STAR certified CFL bulbs for our events. Metro Lighting has educated numerous festival attendees how ENERGY STAR certified lighting fixtures, ceiling fans, exhaust fans, CFL bulbs, and LED bulbs can save consumers money by reducing their lighting electrical energy consumption by more than 70%. We also educated festival attendees about dimming controls, occupancy sensors and other energy efficient lighting solutions. Metro Lighting representatives have tirelessly explained to the public the benefits of using ENERGY STAR certified products at these festivals since 2008. Metro Lighting also continues to work hard to educate consumers about CFL bulbs. We educate people that CFLs do contain a small amount of mercury, how operating an incandescent actually releases more mercury into the environment, and how to dispose of them properly. In Missouri the law allows for residential customers to place any and all fluorescent bulbs into the normal trash.



(Photos of the solar awning and St. Louis Earth Day event 2013)

Metro Lighting has partnered with Microgrid Solar to install a 10kW solar awning at our Chesterfield location. The next step is to install the 15kW roof top array. The solar awning faces Hwy 64 just west Boones Crossing exit. According to the Missouri Department of Transportation (MoDOT) this has a traffic volume of 90,060 vehicles per day. Our goal is to spread the word about renewable energy sources and to reduce Missouri's dependency on electricity generated by coal. We believe the visibility of our solar awning is helping to do just that. Metro Lighting is planning a similar solar array at our O'Fallon, MO location which faces Hwy 70 west bound traffic.

TOTAL ENERGY STAR-SPECIFIC IMPRESSIONS = 11,481,705

43 print ads
660 radio ads
81 television spots
3 articles

ENERGY STAR Energy Savings Radio Campaigns– Total Impressions: 6,419,590

Radio – 523 spots = 4,836,076

Copy: “Metro Lighting can help you save money and reduce your impact on the environment... from lighting controls to ENERGY STAR certified bulbs & fixtures – Metro Lighting has the knowledge to help you make a difference!”

Radio – 137 spots = 1,583,514

Copy: “Chill out in style this summer with an ENERGY STAR-rated ceiling fan from Metro Lighting! These fans use 75% less energy & help reduce energy costs! Visit metrolightingcenters.com for the location nearest you.”

Based on persons 12+

Emerson ENERGY STAR Ceiling Fan Advertising - Total Impressions: 2,347,800

Busch Stadium Pre-game TV ads = 81 x 20,000 = 1,620,000

Ad Pages – 510,000HH

St. Louis Post-Dispatch – 178,800

Town & Country – 39,000

ENERGY STAR Advertising Inclusions – Total Impressions: 2,546,500

In-store ENERGY STAR Posters = 100,000

r3 Jan, May “Easy Being Green” = 50,000

Healthy Planet Energy Star Ad = 90,000

RFT x 3, May, August, September = 846,000

St Louis Homes & Lifestyles – April, October, December = 69,000

St Louis Magazine December = 34,900

St. Louis Post Dispatch June 13, 17, 18, 20, 24, 25 = 894,000

Go! Magazine = 178,800

Feast = 178,800

Playbill – 21 Shows = 105,000

ENERGY STAR Media Mentions – Total Impressions = 167,405

Healthy Planet article – 90,000

Webster Kirkwood Times – 40,295

South County Times – 37,110

ADDITIONAL ENERGY EFFICIENCY PROMOTIONS

Rams Green Team Sponsorship: <http://www.stlouisrams.com/community/go-green/partners.html>

St Louis Green Sponsorship: <http://stlouisgreen.com/companies-products/metro-lighting-0>

Social Media: <https://www.facebook.com/MetroLightingSTL>

<https://twitter.com/MetroLighting1>

<http://metrolighting.wordpress.com>