



# Partnering to drive change

Protecting the environment through enhanced energy efficiency

## Executive Summary

In 1891, Philips began lighting the world. Since then, we have been launching a continuous stream of breakthrough lighting innovations to the market. As the world's leader in Lighting, Philips Lighting is driving the switch to energy-efficient solutions. Philips Lighting posted 2011 sales of \$690 Million (USD). Philips provides advanced energy-efficient solutions for all segments – road lighting, office & industrial, hospitality, and home – and has been instrumental in delivering sustainable and environmentally-friendly

lighting technologies and initiatives to the marketplace. Philips is also a leader in shaping the future with exciting new lighting applications and platforms such as LED technology, which, besides energy efficiency, provides attractive benefits and endless new 'never-before-possible' sustainable lighting solutions.



# PHILIPS

Philips Lighting Company is headquartered in Somerset, New Jersey. Philips Lighting enhances life with light through innovative and energy efficient lighting solutions. Our commitment to promoting energy efficiency is evident in our strong partnership with the Environmental Protection Agency's ENERGY STAR program. Philips is a leader in marketing, educating, and incorporating ENERGY STAR into our corporate practices. Some of the key accomplishments in 2012 include:

- Offering a total of 269 ENERGY STAR qualified models in 2012, an 84% increase since 2011.
- Adding 88 new LED models to the ENERGY STAR program, which included the first 75W omni-directional A19 incandescent equivalent.
- Partnering with NSTAR, National Grid, and Western Massachusetts Electric Company to provide 65,000 students across 40 universities with a 12.5W LED A19, which as compared to a standard 60W incandescent, is estimated to result in 59,000,000 lifetime kWh savings, 40,000 metric tons of CO<sub>2</sub> reduced, and 89,000,000 total pounds of CO<sub>2</sub> reduced.

# Innovative solutions

Philips Lighting is committed to partnering with ENERGY STAR to provide consumers with superior energy efficient products that meet their lighting needs. ENERGY STAR requirements are embedded in our research and design process.

Our continued desire to launch our compact fluorescent and LED technologies as ENERGY STAR qualified products is evident in the 84% growth in product listing from 2011 to 2012. The 49% of total sales dollars for ENERGY STAR qualified products increased to 54% in 2012, which shows a 10% change over 2011. This was mostly driven by our continued growth in ENERGY STAR qualified LED products. These results show a growing trend of our adoption and commitment to selling ENERGY STAR qualified products.

Philips Lighting enhances life with light through innovative lighting solutions. We believe that by focusing on what people really need and leveraging our expertise with a broad range of leading partners, we can create and deliver the most innovative and meaningful solutions on the market.

Product Qualification Efforts	
Number of ENERGY STAR qualified models* available in 2012	269
Number of ENERGY STAR qualified models available in 2011	146
Percentage change over previous year	84%

Percentage of product lines that are ENERGY STAR qualified	
Percentage of total sales (dollars) that were ENERGY STAR qualified in 2012	54%
Percentage of total sales (dollars) that were ENERGY STAR qualified in 2011	49%
Percentage change over previous year	10%

ENERGY STAR Qualified Products

LED			Compact Fluorescent
			
<p>Our leadership position in LED lamps was underlined by being awarded the US Department of Energy's coveted L Prize® for the first 60 W replacement LED lamp.</p>	<p>Philips A-shape Dimmable LED Lamps are the smart LED alternative to standard incandescent A-shape lamps. The unique lamp design provides omnidirectional light with excellent dimming performance.</p>	<p>Philips Dimmable LED Lamps with AirFlux Technology provide a quality level of light and smooth dimming to reduce glare. 13W BR30 LED Lamp saves 52 watts of energy when compared to a 65W halogen BR30.</p>	<p>Dimmable Twister provides consumers with a wide range of dimming where the brightness can be adjusted down to 1%.  Silicone covered CFLs provide the satisfaction in knowing that an energy saving product can be used safely.</p>

Philips follows ENERGY STAR program requirements, as evident in our packaging (see examples in appendix). We also show our commitment to ENERGY STAR by dedicating a page that provides educational content on ENERGY STAR and the benefits to consumers. This web page includes the use of standardized product specification

language “ENERGY STAR qualified”, a clear link back to the ENERGY STAR web site, and the ability for consumers to identify Philips’ ENERGY STAR qualified products.

\*Models defined as separate listings found on the ENERGY STAR qualified product list. Time period for sales is from January – October 2011 versus January – October 2012.

# Education is key

ENERGY STAR training has been integrated into our sales force and employee training. The training consists of program awareness, specification, and product updates. Electronic communication is one method used to communicate the benefits of partnering with ENERGY STAR. Training occurs via email, intranet websites, internal newsletters, and online videos. We also integrate classroom style training and literature distribution.

Number of existing employees reached through internal training	650
% of existing employees reached	100
Number of new employees reached through internal training	24
% of new employees reached	100
Number of distributor and retailer locations trained	2100
% of distributor and retailer locations trained	25
Number of distributor and retailer employees trained (total)	10,500
Average % of distributor and retailer employees trained at each location.	75



Our distributor partners trust the Philips brand and rely on our product expertise to help them choose energy efficient solutions. ENERGY STAR plays a major role in the education efforts to our distributor partners in product knowledge training. Many of our distributor partners attend the Philips Lighting Application Center (LAC), located in Somerset, New Jersey, to learn about the rapidly changing lighting technology and the better choices for energy savings, environmental conservation, and visual impact.

We design the content of each LAC Workshop around the specific lighting issues that are most important to the audience, which includes topics like ENERGY STAR. In 2012, approximately 1166 distributors received training on how ENERGY STAR qualified products are sustainable solutions (see example slide in appendix).

Employee engagement in the ENERGY STAR program has increased by awareness utilizing internal newsletters and product communications. For example, the Lighting News NA is distributed monthly by Corporate Communications to 650 Philips Lighting N.A. employees making them aware of what matters most to Philips. In the July issue, employees were encouraged to make a difference by taking the ENERGY STAR pledge and save more energy (see the appendix for example).

Our retail partners are our touch point to the consumers. We train our retailers on our products so that they can help consumers make the right choice with our energy efficient lighting solutions to meet their needs while reducing energy costs.

For example, retail associates at The Home Depot and City Mill, receive training in lunch and learns, in store training, and roadshow events.

## Marketing the brand

For the fifth year in a row, Philips Lighting has had a presence at the ENERGY STAR Lighting Product Partners Meeting. In 2012, we participated in the Expo where we highlighted a total of 25 ENERGY STAR qualified products and participated as a panel speaker. In May 2012, Philips Lighting occupied approximately 3000 sq. feet at Light Fair, where we announced the ENERGY STAR qualification of our L Prize® winning LED. This announcement was also made on Twitter (see example in appendix).

ENERGY STAR industry-focused sales and co-promotional efforts	How many?	How often?	Impressions
Exhibits at key industry tradeshows	3	Quarterly	22600
Presentations with distributors and retailers	90	March - October	2 Million
Participation in EPA Campaigns	5	June – Nov.	N/A
Co-marketing promotions	72	Annually	70,000
ENERGY STAR themed community outreach activities	2	N/A	30

Our marketing department conducted roadshows for our distributors and retail partner, The Home Depot. ENERGY STAR was integrated into the presentations and activity components of the roadshow. These roadshows were successful and resulted in almost 2 million impressions.

Continuing to show our commitment to the ENERGY STAR program, Philips participated in 5 EPA campaigns. We took advantage of the opportunity to spread the word about our Team ENERGY STAR First Mates event by listing it on the Across America Event Map. Philips also partnered with the EPA by engaging the social media universe by participating in both Twitter parties and the Facebook party, which resulted in a gain of 33 followers. We also engaged our employees by encouraging them to participate in the ENERGY STAR pledge through our dedicated Pledge page. We exceeded our 2011 greenhouse gas emissions savings by 143% in 2012 as a result of these pledges.

In 2012, Philips partnered with NSTAR, National Grid, and Western Massachusetts Electric Company to carry the message of energy efficiency and reduce energy usage at universities by encouraging early adoption of our innovative ENERGY STAR qualified LED technology. 65,000 students received one of our 12.5W A19 LED at 40 different universities in the Boston area to replace a standard 60W incandescent lamp. This promotion is estimated to result in 59,000,000 lifetime kWh savings (over 5,300,000 kWh annually!), 40,000 metric tons of CO<sub>2</sub> reduced, and 89,000,000 total pounds of CO<sub>2</sub> reduced.

With Philips' reach to many federal and state officials, we took the opportunity to educate 500 attendees at the US Conference of Mayors about ENERGY STAR using the L Prize® product. The ENERGY STAR logo was placed prominently on table cards and the energy awareness survey card. 20% attendees requested additional information on energy efficient solutions.

We partner with our utility, organizations like NEEP, SEEA, and MEEA, distributor, and retail partners to educate end users on our products and ENERGY STAR is integrated into many printed materials.

The announcement of the L Prize® ENERGY STAR qualification was the perfect opportunity for us to partner with Cape Light and TED magazine to run ads, which resulted in 441,980 impressions.

We partnered with Grainger in the month of October to release the "Hero to Save Energy" direct mail promotion, which displayed the ENERGY STAR logo. The direct mail circulation was 78,620.

ENERGY STAR consumer-focused sales and marketing efforts (non-web)	How many?	How often?	Reach/ Impressions
ENERGY STAR themed community outreach activities	2	2	2 million
ENERGY STAR non-web advertising (Total)	6	3	520,600
Print	5	2	441,980
Direct Mail	1	1	78,620
ENERGY STAR point of purchase efforts	5	ongoing	

Philips has a large presence on the web and utilizes it to educate our online customers. We have created an ENERGY STAR dedicated web page, that provides viewers with information on the benefits of ENERGY STAR. It provides a direct link back to the EPA's ENERGY STAR website to allow consumers to find additional information. Visitors to the webpage can also identify which Philips' LED and CFL products are ENERGY STAR qualified.

Winning the L Prize® competition afforded us the opportunity to receive an abundance of media attention where we integrated the ENERGY STAR brand. L Prize® messaging was seen on a host of websites like wired.com, popular.com, Dailynews.com, pcworld.com, weather.com, and usatoday.com. We advertise our products on many of our partners websites like Rockingham Electrical, Bulb.com, The Home Depot, and Grainger, which includes designating the ENERGY STAR qualified products.

In order to continue to educate consumers, we created five YouTube LED training videos, that covers the features and benefits of LED products as well as provided a statement calling out the products ENERGY STAR qualification.

In addition to participating in social media ENERGY STAR campaigns sponsored by the EPA, we used Twitter to announce our followers the ENERGY STAR qualification status of the L Prize®.

ENERGY STAR consumer-focused sales and marketing efforts (web-based)	How many?	Unique Visitors (Total)	Impact
ENERGY STAR pages on company Web site	4	99,218	120,087 impressions
ENERGY STAR advertisements on other Web sites	58	144 Million impressions	N/A
ENERGY STAR related on-line videos	5	2894	
ENERGY STAR related outreach via social media groups	1	N/A	

## Embedded in our operations

Philips has taken a leadership role in the development and revision of the ENERGY STAR specifications by dedicating internal resources to play a critical role in providing manufacturer comments according to the specification development process. We also partner with industry organizations, such as the National Electrical Manufacturers Association (NEMA), to align proposals that are submitted to the EPA for specification development (for example dimming criteria). We are a committed stakeholder in ensuring that the credibility and brand value of the ENERGY STAR program is upheld. This type of leadership ensures that the acceptance and adoption of the ENERGY STAR specifications continues to grow in the lighting industry.

Philips has publicly committed to being a sustainable company. And this can be seen throughout the company globally. We believe that to help reduce global CO<sub>2</sub> emissions, companies can either focus on their own operations, for example by reducing energy and material consumption in their activities. Or, they can focus on making their products more ecologically efficient. At Philips we focus on both.

### **We are driving sustainability throughout our product portfolio.**

We offer green solutions throughout the home – from energy saving lighting to TVs and home theaters. From simple innovations like packaging and easier disassembly for recycling, we offer more sustainable choices.

This has been evident in our efforts to encourage recycling. The Philips Lighting Headquarters in Somerset, New Jersey has implemented a recycling center that collects paper, CFLs, batteries, and cell phones. Philips is committed to an implementing energy efficiency improvements organization wide. The Somerset, New Jersey facility is one of our many facilities that has received the ENERGY STAR building award for 2012.

This award allows us to proudly display our commitment to the ENERGY STAR program and energy efficiency. Our procurement practices have been modified to only include “green vendors”.



Philips firmly believes that corporate responsibility and community action play a key part in responding to today's energy challenges. At Philips transforming the way the world thinks and acts to reduce its ecological footprint has long been our passion. We meet the energy efficiency challenge with new solutions to drive responsible energy practices and savings—and by inspiring individuals to make simple changes that can have profound results, while still providing the high quality of light our customers require.

*Responsible corporations are taking decisive action to fight climate change and increase resource efficiency. And Philips is leading the way.*

## Examples of Labeling Compliance



**L Prize Professional and Consumer packaging**



**Example of 17W A21 LED Consumer Packaging**



**Example of 13W BR30 Consumer Packaging**



**Example of 18W PAR Professional Packaging**



**Example of 1% dimmable twistlers and silicone covered CFLs.**

## Training Efforts

### Employees



**Internal Newsletters/E-blasts**  
650 Employees received email.



**Government Matters Newsletter**  
600 employees on monthly distribution.



**Cross departmental training**  
10 employees participated in training



**"First Friday Marketing Webinar"**  
Reaches approximately 200 people.

### Distributor



**Lighting Application Center Training Manual**  
1166 distributor and end users participated in sustainability training.



**Product Bulletins provided to distributors and retailer associates.**

### Retailers



**Product Literature**  
Example of literature provided to retail associates (Home Depot). Calls out ENERGY STAR qualified products. Approximately 10,000 associates received.



200 THD MET Associates on LED and CFL products within THD throughout this year. Energy Star is covered and what it means to be Energy Star qualified.



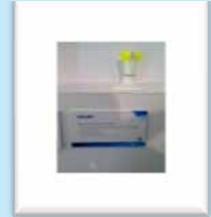
**City Mill Training Sessions**  
Conducted a training seminar Spring at City Mill in Hawaii. Approx. 12-15 participants. Referenced Energy Star during the training and showed our CFL product that had Energy Star on the package.

### Utilities



**Brewing Energy Efficiency Resource Solutions (BEERS) Training**  
33 attendees—"See What Light Can Do"—Aspen Colorado –Aspen Firehouse—October 9th

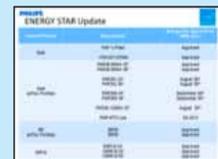
## Exhibits at key industry tradeshows



**Energy Star Products Partners Meeting**  
Approximately 600 attendees;  
25 products showcased, 30 utility meetings held.

**Philips Lighting booth**  
3000 sq. ft., 22,000 attendees.

## Presentations for meetings with distributors and/or retailers



**Distributor Roadshow**  
National roadshow with over 600 distributors, specifiers and end users participants. Held March – November 2012.



### Consumer LED Roadshow

National tour at 55 The Home Depot store locations (est. 275 employees).

Total number of Activation days – 77; Total Impressions – 1,723,609; 17.24% Lift in sales for entire roadshow



### How to Sell LEDs!

Webinar conducted 4 times in July with over 850 distributor sales persons participating.

## Partnership in promotion coordinated by EPA



**Across America Event**  
July 22, 2012 – Team ENERGY STAR First Mates Event in New Jersey



**ENERGY STAR Facebook Party**  
August 29, 2012



**ENERGY STAR Twitter Party**  
June 12, 2012  
@PhilipsLightUS used #TeamENERGYSTAR in 30 tweets during the chat  
@PhilipsLightUS received 10 @ messages, 15 RTs, & gained 18 followers over 1-hour span  
October 10, 2012  
2 Tweets “favorited” and 2 re-Tweeted during the party  
• We gained 15 followers as a result of our participation



**Philips Pledge Driver Page**  
Engaging employees on our internal ConnectUs site  
**Pledge Savings Page**



e-blast

## Co-Marketing or Cooperative promotions

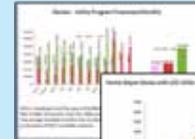


**Puget Sound Promotion**  
<http://www.thurstontalk.com/event/led-lighting-event-with-pse-and-philips-lighting/2012-11-04/>



**N Star Promotion**  
65,000 A 19 LED Lamps  
59,000,000 lifetime kWh savings (over 5,300,000 kWh annually!)  
~40,000 metric tons of CO2 reduced  
~89,000,000 total pounds of CO2 reduced

Registration site for students to take the “Pledge” and enter to win sweepstakes promotion (Campus posters & post cards with a QR Code)



**Utility Program Update**  
72 programs, which covers 40 states. 9 new states were added to the Philips Utility Initiative in 2012. The total number active utility program Home Depot stores is 52.5%. 622 stores have a current LED utility program stores out of a possible 1040 with programs (60%).

## ENERGY STAR themed community outreach



**Team ENERGY STAR – First Mate Outreach program July 26, 2012**  
Used Lorax materials to discuss with 30 children ways to save energy and the environment. Silicone covered Compact Fluorescents distributed and were encouraged to return home to sign the pledge.



**US Conference of Mayors**  
Attendees: 500; approximately 300 Mayors, the balance was staff and private sector representatives  
Date: June 16, 2012  
Result: 20% return on card completion  
100 follow up calls and/or visits

# Appendix

## Non-web consumer focused sales and marketing efforts

### Print

### Direct Mail



**Cape Light Newsprint ad**



**TED Magazine Ad**  
2 issues (July and November issues) = 429,980 impressions



**Grainger Catalog**



**The Home Depot Pro catalog**  
Located on their internal system.  
Distributed to 12,000 associates.



**Direct Mail**  
Mailed in early October. Circulation for the DM was 78,620.

## ENERGY STAR POP efforts



## ENERGY STAR pages on company web site

### LED Lighting Page

<http://www.usa.lighting.philips.com/lightcommunity/trends/led/index.wpd>

### Philips' Dedicated ENERGY STAR webpage

Visits – 16,049, Impressions – 19,683  
Avg. Time Spent – 1.66 minutes

### L Prize® Webpage

Visits – 68,103, Impressions – 82,017  
Avg. Time Spent – 0.85 min

### About L Prize® Webpage

Visits – 15,066, Impressions – 18,387  
Avg. Time Spent – 2.28



**Philips Professional Landing page**

## ENERGY STAR advertisements on other Web sites

### Relevant consumer facing websites

[The Home Depot.com](http://TheHomeDepot.com)

[Bulbs.com](http://Bulbs.com)

[Rockingham Electrical](http://RockinghamElectrical.com)

[Wesco website](http://Wesco.com)

[Grainger](http://Grainger.com)

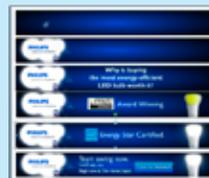
[www.grainger.com/philips](http://www.grainger.com/philips)

[http://www.grainger.com/Grainger/static/ef\\_p\\_philips\\_lprize.html](http://www.grainger.com/Grainger/static/ef_p_philips_lprize.html)

Landing Page, 19K impressions, 10K clicks

Content Spotighting, 84K impressions, 102 clicks

6 Email Placements, 1M+ impressions



### Email blasts

[Choose a Winner](#)

[Philips Award Winning LED Bulb](#)

[Lighting e-ssentials](#)



### Online Videos

[http://www.youtube.com/watch?v=jd0obb\\_HQNY&feature=bf\\_prev&list=FLQ4IMi20Rfpa4m6XzpPJ-A](http://www.youtube.com/watch?v=jd0obb_HQNY&feature=bf_prev&list=FLQ4IMi20Rfpa4m6XzpPJ-A)



### DOE Energy STAR

Email announcement



### Social Media Outreach

EFI Tweet on 14W BR40

# Appendix

Publication	Date	Circulation	VPM	Link:
NY Daily News	4/17/12	605,700		<a href="http://articles.nydailynews.com/2012-04-17news/31357059_1_incandescent-bulb-cfl-bulbs-replacement-bulb">http://articles.nydailynews.com/2012-04-17news/31357059_1_incandescent-bulb-cfl-bulbs-replacement-bulb</a>
PC World	4/19/12	150,000		<a href="http://www.pcworld.com/article/254114/how_five_tech_companies_will_go_green_for_earth_day.html">www.pcworld.com/article/254114/how_five_tech_companies_will_go_green_for_earth_day.html</a>
The Weather Channel (Online)	4/22/12		29346300	<a href="http://www.weather.com/outlook/weather-news/news/articles/new-led-lightbulb_2012-04-22">http://www.weather.com/outlook/weather-news/news/articles/new-led-lightbulb_2012-04-22</a>
USA Today	4/22/12	1,784,242		<a href="http://www.usatoday.com/tech/news/story/2012-04-16/philips-light-bulb/54321662/1">http://www.usatoday.com/tech/news/story/2012-04-16/philips-light-bulb/54321662/1</a>
Reuters	4/17/12		4,86,2750	<a href="http://www.reuters.com/article/2012/04/17/idUS119992+17-Apr-2012+BW20120417">http://www.reuters.com/article/2012/04/17/idUS119992+17-Apr-2012+BW20120417</a>
The Street.com	4/17/12		240,400	<a href="http://www.thestreet.com/story/11497835/1/philips-targets-earth-day-for-l-prize-bulb-availability-to-consumers.html">http://www.thestreet.com/story/11497835/1/philips-targets-earth-day-for-l-prize-bulb-availability-to-consumers.html</a>
CBS News (Online)	4/18/12		1,100,300	<a href="http://www.cbsnews.com/8301-205_162-57416128/introducing-the-\$60-20-year-light-bulb/">http://www.cbsnews.com/8301-205_162-57416128/introducing-the-\$60-20-year-light-bulb/</a>
Yahoo	4/16/12		2,658,460	<a href="http://finance.yahoo.com/news/rebates-cut-price-60-led-222118250.html">http://finance.yahoo.com/news/rebates-cut-price-60-led-222118250.html</a>
LA Times	4/22/12	8433241		<a href="http://www.latimes.com/news/nation/nationnow/la-na-nn-earth-day-60-light-bulb-20120422.0.1292136_story">www.latimes.com/news/nation/nationnow/la-na-nn-earth-day-60-light-bulb-20120422.0.1292136_story</a>
Boston Globe	4/16/12	178729		<a href="http://www.boston.com/business/technology/articles/2012/04/16/rebates_to_cut_cost_of_60_led_bulb/">http://www.boston.com/business/technology/articles/2012/04/16/rebates_to_cut_cost_of_60_led_bulb/</a>
MSNBC	4/16/12		32,517,100	<a href="http://www.msnbc.msn.com/id/47066692/ns/business-going_green/#.T5WnC-2Pezg">http://www.msnbc.msn.com/id/47066692/ns/business-going_green/#.T5WnC-2Pezg</a>
The Globe and Mail	4/17/12	3,100,000		<a href="http://www.theglobeandmail.com/news/technology/gadgets-and-gear/gadgets/would-you-buy-a-60-led-bulb/article2404932/?utm_medium=Feeds%3A%20RSS%2FAtom&amp;utm_source=Home&amp;utm_content=2404932">http://www.theglobeandmail.com/news/technology/gadgets-and-gear/gadgets/would-you-buy-a-60-led-bulb/article2404932/?utm_medium=Feeds%3A%20RSS%2FAtom&amp;utm_source=Home&amp;utm_content=2404932</a>
New Jersey Herald	4/16/12	39,368		<a href="http://www.njherald.com/story/17465281/ap-news-in-brief-at-558-pm-edt">www.njherald.com/story/17465281/ap-news-in-brief-at-558-pm-edt</a>
CNET	4/18/12		16,863,500	<a href="http://news.cnet.com/8301-11386_3-57415651-76/philips-pricey-led-bulb-has-impressive-specs/">http://news.cnet.com/8301-11386_3-57415651-76/philips-pricey-led-bulb-has-impressive-specs/</a>
Time-Moneyland	4/18/12	3,376,226		<a href="http://moneyland.time.com/2012/04/18/introducing-the-60-light-bulb/">http://moneyland.time.com/2012/04/18/introducing-the-60-light-bulb/</a>
Huffington Post	4/23/12		26,622,200	<a href="http://www.huffingtonpost.com/2012/04/23/philips-twenty-20-year-led-lightbulb-prize-department-of-energy_n_1445780.html">www.huffingtonpost.com/2012/04/23/philips-twenty-20-year-led-lightbulb-prize-department-of-energy_n_1445780.html</a>
Market Watch	4/17/12		2,026,740	<a href="http://www.marketwatch.com/story/philips-targets-earth-day-for-l-prize-bulb-availability-to-consumers-2012-04-17">www.marketwatch.com/story/philips-targets-earth-day-for-l-prize-bulb-availability-to-consumers-2012-04-17</a>
The Canadian Press	4/16/12		16,000	<a href="http://ca.finance.yahoo.com/news/us-contest-results-super-efficient-214030303.html">http://ca.finance.yahoo.com/news/us-contest-results-super-efficient-214030303.html</a>
Mother Nature Network	4/17/12		751,987	<a href="http://www.mnn.com/your-home/at-home/blogs/would-you-spend-60-on-a-light-bulb-that-lasts-20-years">http://www.mnn.com/your-home/at-home/blogs/would-you-spend-60-on-a-light-bulb-that-lasts-20-years</a>
OneEarth	4/18/12		150,000	<a href="http://www.onearth.org/blog/melting-microbes-20-year-light-bulbs-frozen-cattle-bomb">www.onearth.org/blog/melting-microbes-20-year-light-bulbs-frozen-cattle-bomb</a>
Green Me	4/23/12		45,000	<a href="http://www.greenme.it/abitare/risparmio-energetico/7475-philips-l-prize-led-lampadina-20-anni">www.greenme.it/abitare/risparmio-energetico/7475-philips-l-prize-led-lampadina-20-anni</a>
Inhabitat	4/22/12		310,923	<a href="http://inhabitat.com/philips-led-bulb-60-dollars-20-year-life/">http://inhabitat.com/philips-led-bulb-60-dollars-20-year-life/</a>
Engadget	4/22/12		1,676,910	<a href="http://www.engadget.com/2012/04/22/earth-activities-transnatural-stools-wood-ash-bikes/">www.engadget.com/2012/04/22/earth-activities-transnatural-stools-wood-ash-bikes/</a>
Virtual Strategy Magazine	4/2/12		4,880	<a href="http://www.virtual-strategy.com/2012/04/02/award-winning-led-bulb-philips-now-available-bulbamerica-com">www.virtual-strategy.com/2012/04/02/award-winning-led-bulb-philips-now-available-bulbamerica-com</a>
American Thinker	4/23/12		480,485	<a href="http://www.americanthinker.com/blog/2012/04/was_10_million_government_prize_competition_corrupted.html">www.americanthinker.com/blog/2012/04/was_10_million_government_prize_competition_corrupted.html</a>
Extreme Tech	4/18/12		110,400	<a href="http://www.extremetech.com/electronics/126321-philips-l-prize-bulb-is-efficient-expensive-and-available">www.extremetech.com/electronics/126321-philips-l-prize-bulb-is-efficient-expensive-and-available</a>
LEDs Magazine	4/17/12	1,300,00		<a href="http://www.ledsmagazine.com/news/9/4/13">http://www.ledsmagazine.com/news/9/4/13</a>
Business Insider	4/17/12	3,274,020		<a href="http://articles.businessinsider.com/2012-04-17/news/31353098_1_bulb-cfls-natural-looking-light">http://articles.businessinsider.com/2012-04-17/news/31353098_1_bulb-cfls-natural-looking-light</a>
Daily Tech	2/27/12		325,500	<a href="http://www.dailytech.com/Philips+Wins+10M+USD+Govt+LPrize+for+WorlDs+Most+Efficient+Light+Bulb/article24082.htm">http://www.dailytech.com/Philips+Wins+10M+USD+Govt+LPrize+for+WorlDs+Most+Efficient+Light+Bulb/article24082.htm</a>
Topix	4/18/12		6,071.11	<a href="http://www.topix.com/forum/world/netherlands/T8OLMj6BARCS16SMC">http://www.topix.com/forum/world/netherlands/T8OLMj6BARCS16SMC</a>
Home Energy Pro's	4/5/12		8,813	<a href="http://homeenergypros.lbl.gov/profiles/blogs/philips-l-prize-led-bulb-not-worth-it?xg_source=activity">http://homeenergypros.lbl.gov/profiles/blogs/philips-l-prize-led-bulb-not-worth-it?xg_source=activity</a>
Bloomberg	4/17/12		3,737,050	<a href="http://www.bloomberg.com/apps/news?pid=conewsstory&amp;tkr=PHIA:NA&amp;sid=ahYVw3wuYkRk">http://www.bloomberg.com/apps/news?pid=conewsstory&amp;tkr=PHIA:NA&amp;sid=ahYVw3wuYkRk</a>
Cute Devices	4/17/12		21,000	<a href="http://www.cutedevices.com/philips-l-prize-winning-light-bulb-goes-on-sale-sunday-priced-between-20-and-60-1712.html">http://www.cutedevices.com/philips-l-prize-winning-light-bulb-goes-on-sale-sunday-priced-between-20-and-60-1712.html</a>
The Tech Herald	4/22/12		27,820	<a href="http://www.thetechherald.com/articles/In-Photos-Philips-green-alternative-to-60-watt-incandescent-bulbs/16471/">http://www.thetechherald.com/articles/In-Photos-Philips-green-alternative-to-60-watt-incandescent-bulbs/16471/</a>
Lightbulbchoice.com	3/16/12		N/A	<a href="http://lightbulbchoice.com/news/2012/03/first-look-at-philips-l-prize-winning-led-bulb/">http://lightbulbchoice.com/news/2012/03/first-look-at-philips-l-prize-winning-led-bulb/</a>
Business Green	4/23/12		35,000	<a href="http://www.businessgreen.com/bg/news/2169588/philips-launches-consumer-leds-green-lighting-push">http://www.businessgreen.com/bg/news/2169588/philips-launches-consumer-leds-green-lighting-push</a>
Redorbit	4/18/12		769,402	<a href="http://www.redorbit.com/news/science/1112516311/just-in-time-for-earth-day-high-efficiency-light-bulbs/">http://www.redorbit.com/news/science/1112516311/just-in-time-for-earth-day-high-efficiency-light-bulbs/</a>
Extreme Tech	4/18/12		123,500	<a href="http://www.extremetech.com/electronics/126321-philips-l-prize-bulb-is-efficient-expensive-and-available?utm_source=rss&amp;utm_medium=rss&amp;utm_campaign=philips-l-prize-bulb-is-efficient-expensive-and-available">http://www.extremetech.com/electronics/126321-philips-l-prize-bulb-is-efficient-expensive-and-available?utm_source=rss&amp;utm_medium=rss&amp;utm_campaign=philips-l-prize-bulb-is-efficient-expensive-and-available</a>

# Appendix

Publication	Date	Circulation	VPM	Link:
Daily Mail	4/17/12	1,994,908		<a href="http://www.dailymail.co.uk/news/article-2130976/Thats-bright-idea-The-revolutionary-new-light-bulb-lasts-20-years--costs-60.html?ITO=1490">http://www.dailymail.co.uk/news/article-2130976/Thats-bright-idea-The-revolutionary-new-light-bulb-lasts-20-years--costs-60.html?ITO=1490</a>
AJC	4/19/12		17,000	<a href="http://blogs.ajc.com/business-beat/2012/04/19/new-60-led-bulb-for-earth-day/?cxntfid=blogs_business_beat">http://blogs.ajc.com/business-beat/2012/04/19/new-60-led-bulb-for-earth-day/?cxntfid=blogs_business_beat</a>
Geeky Gadgets	4/18/12		58,695	<a href="http://www.geeky-gadgets.com/philips-20-year-life-led-lightbulb-launching-this-week-18-04-2012/">http://www.geeky-gadgets.com/philips-20-year-life-led-lightbulb-launching-this-week-18-04-2012/</a>
Contra Costa Time	4/17/12	22,761		<a href="http://www.contracostatimes.com/california/ci_20414769/state-art-light-bulb-costs-60">http://www.contracostatimes.com/california/ci_20414769/state-art-light-bulb-costs-60</a>
International Business Times	4/18/12	2,200,000		<a href="http://www.ibtimes.com/articles/332047/20120423/earth-day-2012-light-bulb-philips.htm">http://www.ibtimes.com/articles/332047/20120423/earth-day-2012-light-bulb-philips.htm</a>
The Oakland Tribune	4/17/12	99,500		<a href="http://www.insidebayarea.com/oaklandtribune/localnews/ci_20411713/are-you-ready-60-light-bulb">http://www.insidebayarea.com/oaklandtribune/localnews/ci_20411713/are-you-ready-60-light-bulb</a>
Discovery Channel	4/23/12		100,000	<a href="http://news.discovery.com/tech/philips-led-light-bulb-120423.html">http://news.discovery.com/tech/philips-led-light-bulb-120423.html</a>
Govpro	4/19/12		N/A	<a href="http://govpro.com/green/content/Earth-Day-LED-20120419/">http://govpro.com/green/content/Earth-Day-LED-20120419/</a>
AFP	4/22/12		24,400,000	<a href="http://www.google.com/hostednews/afp/article/ALeqM5j_m_j7fxzOT6UXWiRXdyhxz0f69w?docId=CNG.bfe6c8bba0f3646d32ac6c2f4ac3e770.01">http://www.google.com/hostednews/afp/article/ALeqM5j_m_j7fxzOT6UXWiRXdyhxz0f69w?docId=CNG.bfe6c8bba0f3646d32ac6c2f4ac3e770.01</a>
Herald Sun	4/23/12	481,573		<a href="http://www.heraldsun.com.au/archives/old-news-pages/light-bulb-with-20-year-life-unveiled-in-us-on-earth-day/story-e6frf7ko-1226335875755">http://www.heraldsun.com.au/archives/old-news-pages/light-bulb-with-20-year-life-unveiled-in-us-on-earth-day/story-e6frf7ko-1226335875755</a>
Smart Planet	4/18/12		130,200	<a href="http://www.smartplanet.com/blog/intelligent-energy/philips-ceo-led-bulb-prices-must-fall-to-8216well-below-10-8242/15043">http://www.smartplanet.com/blog/intelligent-energy/philips-ceo-led-bulb-prices-must-fall-to-8216well-below-10-8242/15043</a>
The Washington Times	4/16/12	31,800		<a href="http://www.washingtontimes.com/news/2012/apr/16/rebates-to-cut-cost-of-60-led-bulb/">http://www.washingtontimes.com/news/2012/apr/16/rebates-to-cut-cost-of-60-led-bulb/</a>
Mercury News.com	4/17/12	527,600		<a href="http://www.mercurynews.com/green-living/ci_20411711/are-you-ready-60-light-bulb">http://www.mercurynews.com/green-living/ci_20411711/are-you-ready-60-light-bulb</a>
<b>TOTALS</b>		<b>26,299,668</b>	<b>144,681,636</b>	