

PSO POWER PLAYS LIGHTING

Powerful tips to help you reduce energy use and lighten energy bills.

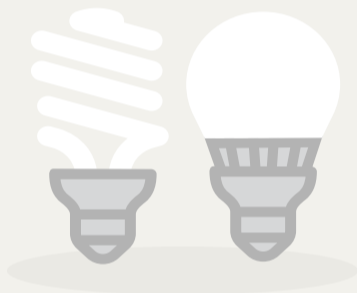


See saving in a whole new light.

No matter what your lighting needs, there's a **high-efficiency bulb that's right for the job**. Here are a few tips that shed some light on your bulb-buying options.

Know your bulbs.

Compact fluorescent lamps (CFLs) and light-emitting diodes (LEDs) use **less energy and last longer** than traditional incandescent bulbs.



Stop wasting what you could be saving.

CFLs use about 75% less energy than traditional light bulbs and last about 10 times longer. Each one could save you up to \$52 in energy costs over its lifetime. **LEDs are even more efficient, lasting about 20 times as long as traditional bulbs and using up to 90% less energy.**



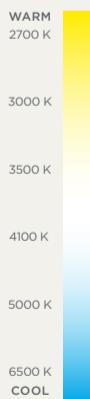
Untangle energy waste with LED holiday lights.

LED holiday lights **consume far less electricity** than traditional strands. They're also safer, sturdier, and longer lasting.



Look on the bright side.

When comparing CFLs or LEDs, the best way to determine the "brightness" of a bulb is to look for lumens. **The higher the lumens, the brighter the bulb.**

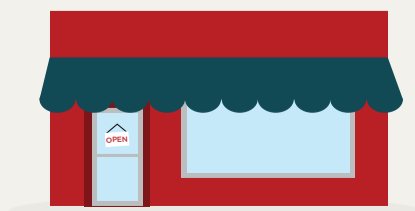


Find the bulb that shows your home's true colors.

Measured in Kelvins (K), "**Light Appearance**" describes the color of light the bulb produces. For a warm, yellowish glow that looks like older incandescent bulbs, choose bulbs in the 2,700K-3,000K range. For a brighter, bluer light that looks more like natural daylight, look for bulbs in the 5,000K-6,500K range.

More savings are in store with PSO in-store discounts.

PSO offers instant in-store discounts on select CFLs or LEDs. Look for the PSO logo at participating retailers.



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