



Bright Tomorrow Lighting Prizes

16 December 2008

L Prize™ Competition Adds Nine New Partners from Coast to Coast

Efficiency and Utility Programs and Incentives to Reward Winning LED Products with Ready-Made Markets

Washington, DC—December 16, 2008 – The U.S. Department of Energy (DOE) announced it has added nine new partners agreeing to work cooperatively to promote the winners of the Bright Tomorrow Lighting Prize competition. The following energy efficiency organizations and utilities each signed a Memorandum of Understanding with DOE: DTE Energy, Sierra Pacific Power (now doing businesses as NV Energy), Eugene Water and Electric Board, Seattle City Light, Energy Trust of Oregon, Midwest Energy Efficiency Alliance, NSTAR Electric, Commonwealth Edison Company, and Cape Light Compact. The L Prize is the first government-sponsored technology competition designed to spur lighting manufacturers to develop high quality, high-efficiency solid-state lighting (LED) products to replace the common light bulb. The L Prize competition aims to radically accelerate America's shift from inefficient, dated lighting products to innovative, high-performance products. Sixteen partners from coast to coast are now on board to bring utility programs and other incentives for winning L Prize products.

“In just three months, the number of L Prize partners has more than doubled, bringing ready-made markets from California to Cape Cod for the rapid adoption of high-performance solid-state lighting products,” stated Jim Brodrick, SSL Program Manager for DOE. “This increases the number of potential fast track customers to more than 100 million, and sends a strong signal to U.S. manufacturers of high quality solid-state lighting products that the L Prize winners will be welcomed in large American markets, from LA to Seattle to Chicago to Boston.” DOE’s goal is to drive quality and energy efficiency up while bringing the cost of this technology down, leading to broader acceptance in the market.

The U.S. Department of Energy announced the competition to drastically reduce energy consumption in May 2008 as a result of the Energy Independence and Security Act of 2007, which directs DOE to establish the Bright Tomorrow Lighting Prize (L Prize) competition. The legislation challenges industry to develop replacement technologies for today’s most widely used and inefficient products: 60W incandescent lamps and PAR 38 halogen lamps, as well as development of a new “21st Century Lamp”.

About the L Prize

The Energy Independence and Security Act (EISA) of 2007 authorizes DOE to establish the Bright Tomorrow Lighting Prize competition. The legislation challenges industry to develop replacement technologies for today's most widely used and inefficient products, 60W incandescent lamps and PAR 38 halogen lamps, as well as development of a new "21st Century Lamp". The EISA legislation establishes basic requirements and prize amounts for each category. The legislation authorizes up to \$20 million in cash prizes; the exact amount of the cash prize for each category will be determined based on DOE Congressional appropriations and supplemental contributions from foundations and utilities. DOE will contribute up to \$1 million to the cash prize purse, subject to enactment of the FY 2009 appropriation. In addition, potential opportunities for future federal purchasing agreements, utility programs, and other incentives for winning products may far exceed the value of the cash prize. For more details on the L Prize competition, visit www.lightingprize.org.

About DOE's Solid-State Lighting Program

As the lead federal agency for solid-state lighting activities, the U.S. Department of Energy has made a long-term commitment to accelerate the research, development, and market introduction of solid-state lighting. DOE-funded R&D projects drive breakthroughs in solid-state lighting efficiency and performance. DOE's market introduction strategies are closely aligned with research progress to help buyers differentiate good products in good applications, and avoid early buyer dissatisfaction and delay of market development. DOE CALiPER testing of commercially available solid-state lighting products provides unbiased information on product performance. DOE GATEWAY demonstrations showcase solid-state lighting products in real commercial and residential installations. The DOE ENERGY STAR[®] criteria for solid-state lighting products help buyers identify energy-saving products and make informed decisions. The first ENERGY STAR-labeled solid-state lighting products are expected on the market in late 2008. To learn more about DOE's solid-state lighting program, visit www.netl.doe.gov/ssl.

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