

Contact: Susan Carrier
Geltz Communications
(626) 568-8412 scarrier@geltzcomm.com

FOR IMMEDIATE RELEASE

Geltz Communications Helps Car Dealership Customers See the Light

PASADENA, CALIFORNIA, SEPTEMBER 2006: Geltz Communications worked with Sonoma-based RLW Analytics to test the effectiveness of three types of energy-efficient lighting at a Redlands, California, car dealership. The test program was sponsored by Southern California Edison.

Geltz was responsible for recruiting a diverse group of 100 survey participants and for managing the survey process. The survey asked participants to share their opinions about the lighting's brightness, color rendering, safety issues and more. Lighting is the number one consumer of electricity at car dealerships. Energy-efficient lighting options have the potential to save car dealerships up to 40% on their electric bills.

With four offices in the United States, RLW Analytics provides innovative analytical, engineering and market research consulting for energy companies and end users. Their studies have included the investigation of energy usage and efficiency opportunities in nearly every major facility type. Recent projects include forecasting the hourly energy requirements of a major university and estimating the remaining energy efficiency potential in the State of Massachusetts.

Pasadena-based Geltz Communications specializes in the design, development and delivery of marketing and sales programs for the energy efficiency, energy and water conservation and demand response industries. Clients include the four California investor-owned utilities, municipal utilities, water districts and utilities and energy firms throughout the United States.

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