



News Release

EGIA MAKES ENERGY EFFICIENT HOME IMPROVEMENT AND SOLAR ENERGY AFFORDABLE FOR CALIFORNIA HOMEOWNERS

Non-Profit Organization Launches New Service That Links Homeowners To Pre-Screened Contractors Delivering Low-Interest GEOSmart™ Financing

Sacramento, CA – May 14, 2008 – The Electric & Gas Industries Association (EGIA) today announced a California statewide energy efficiency and renewable energy program to assist homeowners installing energy efficient home improvements and solar energy solutions. In cooperation with hundreds of California's premier HVAC, windows, insulation, home performance and solar contractors, EGIA's program will deliver preferential rates and extended term unsecured financing covering virtually all energy efficient home improvement projects and solar installations.

California has been particularly hit hard by the mortgage and credit crisis. This coupled with record high energy prices has made it difficult for many homeowners to invest in necessary home energy efficiency improvements. With home values falling and lenders credit qualification criteria becoming more stringent, secured equity financing has all but disappeared for many homeowners. EGIA, leveraging its extensive contractor network and nationwide energy efficiency and solar financing program currently used by leading utility companies and state sponsored resource efficiency programs around the country, has stepped up to assist homeowners during these challenging times.

"The EGIA sponsored financing program, funded by GE Money and American General Financial Services is designed to accelerate statewide investments in energy efficiency and solar energy by offering homeowners a more streamlined, less expensive way to make home improvements during this time of rising energy prices and tightening home equity finance markets." said Bruce Matulich, Executive Director of EGIA. "The EGIA program, requires no equity, appraisals, title escrow fees or closing costs and will finance 100% of the home energy efficiency or solar project. This program makes investing in energy efficient home improvement affordable. Homeowners may now finance a \$7,500 energy efficient home improvement for as little as \$89/ month" said Matulich

Home improvements covered under the program include energy efficient heating & air conditioning systems, window replacement, insulation, whole house home performance measures including air sealing, duct repair and more as well as solar photovoltaic, water heating and pool heating.

EGIA is a non-profit organization dedicated to advancing energy efficiency and renewable energy solutions through a nationwide network of contractors, distributors, manufacturers and utility companies. All contractors participating in this program have been pre-screened and designated as an "EGIA Approved Contractor". The Approved Contractor Program was developed to identify leading companies within the home improvement industry and provide homeowners with a powerful tool when searching for a contractor. To attain the EGIA Approved Contractor status, contractors must satisfactorily pass a screening and review process including; verification of a

valid contractor license, trade reference check, verification of solid business financials and be approved to offer EGIA sponsored financing.

Introduction of the California GEOSmart Financing Program coincides with the launch of EGIA's Homeowner Center. The Homeowner Center is a comprehensive online resource for energy efficient home improvements. Consumers can find the latest home energy savings tips and identify and prioritize home improvement projects that can significantly reduce their energy bill, increase home comfort and positively impact the environment.

To take advantage of EGIA's special GEOSmart financing program, find an EGIA Approved Contractor servicing your neighborhood and learn about what you can do to improve the overall efficiency of your home, visit the EGIA Homeowner Center at www.egia.org/GEOSmartLoan.

About The Electric & Gas Industries Association

The Electric & Gas Industries Association (EGIA) is a 75-year old non-profit organization and leading provider of resource efficiency services and energy efficiency program administration for utility companies and water agencies, nationwide. EGIA also provides the home improvement and solar industry with comprehensive consumer energy efficiency and solar financing solutions and has administered some of the nation's largest utility and state sponsored energy efficiency financing programs. For more information, please visit www.egia.org.

#

For More Information contact:

Bruce Matulich, EGIA, (916) 480-7314 or bmatulich@egia.org