

NEWS



A NiSource Company

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FOR ADDITIONAL INFORMATION

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BE A SAVVY SHOPPER THIS HOLIDAY SEASON AND PURCHASE HOME ELECTRONIC DEVICES WITH THE ENERGY STAR LOGO

MERRILLVILLE, Ind. – With the final week of holiday shopping here, Northern Indiana Public Service Company (NIPSCO) is encouraging its customers to be savvy shoppers and purchase home electronic devices with the ENERGY STAR logo.

According to the U.S. Dept. of Energy (DOE), televisions, video game consoles, DVDs – as well as computers, printers, battery chargers, among many other electronic devices – now account for nearly five percent of a customer’s electricity bill. The DOE projects this percentage to get even higher, especially with the increasing popularity of plasma televisions.

“As many of us head into the last week of holiday shopping, it’s important to keep in mind the amount of electricity these new appliances and devices consume,” said NIPSCO President Mark Maassel. “We want our customers to shop with the knowledge they need to make informed decisions and be wise users of energy.”

In 1992, the U.S. Environmental Protection Agency (EPA) and DOE introduced ENERGY STAR as a voluntary labeling program designed to identify and promote energy-efficient products. For example, moving from a television with a 27-inch picture tube to a big-screen plasma television may mean using up to five times more electricity, according to the Edison Electric Institute (EEI). EEI encourages customers to look at an LCD television, which – inch-per-inch – uses up to three times *less* power than a plasma television.

Other factors to keep in mind:

- 1) Shop for appliances and devices that contain the ENERGY STAR logo.
- 2) ENERGY STAR computers consume 70 percent less electricity than computers without the rating.

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BE A SAVVY SHOPPER AND USE ENERGY WISELY
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- 3) Look for these clues to find out which products are always “on:”
 - A remote control
 - Continuous digital display (i.e. clock or blinking lights)
 - Rechargeable battery consoles (typically a cell phone or hand tool)

- 4) Before you throw out the boxes that housed your new home electronic devices, security experts recommend turning them inside out – this may help to keep thieves away.

NIPSCO, with headquarters in Merrillville, Ind., is one of the 10 energy distribution companies of NiSource Inc. (NYSE: NI). With over 712,000 natural gas customers and 445,000 electric customers across the northern third of Indiana, NIPSCO is the largest natural gas distribution company, and the second largest electric distribution company, in the state. NiSource distribution companies serve 3.7 million natural gas and electric customers primarily in nine states. More information about NIPSCO is available at www.nipsco.com.

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