

Saving Energy and Money

Brighten Up—Make Every Day Earth Day

(NAPSA)—Every year on Earth Day, millions reflect on what can be done to be more environmentally conscious. But why limit it to just one day a year? Make every day Earth Day by changing out the old, energy-inefficient light bulbs in your home with LED bulbs and put money back in your pocket.

According to the Energy Information Association, lighting accounts for nearly 13 percent of electricity spending in the average household. While Americans are making smarter energy choices that save money, lighting has been historically overlooked. With all the options and acronyms on the shelf, like twisty CFLs that are slow to warm up to full brightness and don't look like light bulbs, it can be difficult to know which bulb will provide the light you want, at a price you can afford, while still saving energy.

Thanks to Cree, Inc., the choice in the lighting aisle has been simplified. It is now easier than ever to find the energy-saving light you want. With a 40-watt equivalent selling for under \$10, the new Cree LED Bulb is one of the most cost-effective light bulbs to hit the marketplace—and it looks and lights like an incandescent, but uses 84 percent less energy and lasts 25,000 hours.

The equation works—like a child, Cree's LED Bulb will be in your house for decades; unlike a child, it will pay for itself quickly and spend the rest of its life working to save you money. Makes sense, right? With resonating lines like this one, and "nostalgia is dumb," Cree's television advertisements are one way the company is giving consumers a new way of thinking about the cost of



A bright idea for conserving energy: Use LED light bulbs at home.

not switching to energy-efficient LED lighting.

"Consumers are key to mass LED adoption," said Mike Watson, vice president corporate marketing, Cree. "We designed an energy-efficient light bulb that looks familiar but that performs better than the incandescent bulbs consumers know and love. We are doing everything in our power to help consumers see a better lighting alternative, one that's affordable, saves money from the time it's turned on and is available today."

To make every day Earth Day in your home, switch out traditional light bulbs with Cree LED Bulbs for energy savings that can pay for each bulb in about a year (based on replacing your most frequently used incandescent bulbs with Cree LED Bulb 60-watt replacements at 9.5 watts, \$0.11 per kilowatt-hour, 25,000 hours lifetime and average usage of six hours per day).

You can't argue with math.

To learn more about affordable, energy-efficient lighting for your home, visit www.CreeBulb.com.