



For Immediate Release

E SOURCE Announces Print Ad Awards Contest Winners Best Energy-Efficiency Print Ads Showcased at the E SOURCE Forum

BOULDER, CO, October 8, 2009—E SOURCE announced the winners of its 2009 Print Ad Awards Contest at the 22nd Annual E SOURCE Forum (www.esource.com/forum2009) in Denver, Colorado. Electric and gas utilities across North America were encouraged to submit their best newspaper, magazine, or other print ads promoting energy-efficiency programs. An independent group of judges selected the winners based on ad effectiveness, objectives, message, visual design, and innovation. The judges were Brian F. Keane, president of SmartPower; Mindy Cheval, senior instructor of advertising for the University of Colorado at Boulder School of Journalism and Mass Communication; John Winsor, vice president/executive director of Strategy and Innovation at Crispin Porter + Bogusky; Mike Suple, creative director for Suple Advertising & Design; and Tosha Renée, residential reviewer.

“Utilities and other groups that encourage customers to conserve energy and purchase efficient technologies spend more than \$1 billion per year on energy-efficiency programs,” said Wendy Bloechle, director of marketing for E SOURCE. “Because print ads play an important role in helping to build a successful energy-efficiency program, we were looking for creative ads that were effective and delivered a clear message.”

Print Ad Awards Contest Winners

Best Overall Print Ad

First place: Xcel Energy

Second place: Seattle City Light

Most Memorable Print Ad

First place: Nova Scotia Power

Second place: Xcel Energy

Most Creative Print Ad

First place: Nova Scotia Power

Second place: Georgia Power

Best Message Print Ad

First place: SaskPower

Second place: Omaha Public Power District

Best Business Print Ad

First place: Southern California Gas

Second place: Florida Power & Light

Best Black & White Print Ad

First place: Xcel Energy

Second place: Wisconsin Public Service

The winning ads were honored at a special awards luncheon held during the 22nd Annual E SOURCE Forum. To view the winning print ads, please visit www.esource.com/public/adcontest.

About E SOURCE

E SOURCE has been providing leading-edge energy business intelligence to over 300 utilities and large energy users for more than 20 years. Our research analysts and consultants are among the best minds in the business, delivering significant and timely research that equips our customers with the right information at the right time to make better, faster decisions. We're in the know—predicting and addressing trends, technologies, and problems related to energy efficiency, utility customer satisfaction, program design, marketing, customer management, and sustainability.

Public Relations Contact

Wendy Bloechle, Director of Marketing, E SOURCE
wendy_bloechle@esource.com
303-345-9158