

# **APPENDIX EXHIBIT 20**



**Western Massachusetts  
Electric**

A Northeast Utilities Company

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## News Release

### **WMECo Launches Pilot Energy Saving Program**

*Western Mass Saves Gives Customers Personalized Energy Savings Advice, Rewards*

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**SPRINGFIELD, Mass., November 8, 2010** – Western Massachusetts Electric Company (WMECo) today launched *Western Mass Saves*, a pilot energy efficiency program that helps customers manage their electric use and rewards energy savings with points that can be redeemed at national and local merchants.

Under the *Western Mass Saves* program, selected customers receive printed reports in the mail that provide personalized recommendations to reduce and track their home energy use. The report also shows customers how their energy use compares to the average use in their community.

While selected customers will receive printed reports, all customers are eligible to participate through the website, [www.WesternMassSaves.com](http://www.WesternMassSaves.com).

“At a time when families are trying to find ways to manage their electric use, *Western Mass Saves* will help them in ways that have not been available before,” said Peter J. Clarke, President and Chief Operating Officer of WMECo. Printed reports and the website will help customers identify what their household can do to reduce energy use, monitor the results, and earn points redeemable for groceries, gift cards, apparel, restaurants, home goods and much more,” he said.

Under the one year pilot program, customers can log into [WesternMassSaves.com](http://WesternMassSaves.com) for personalized online electric bill savings advice. Customers can review more than 250 ways to reduce their energy consumption, design an individualized energy savings plan, track the results and earn rewards. The first 5,000 WMECo customers who join [WesternMassSaves.com](http://WesternMassSaves.com) will be eligible for the rewards program. Upon joining, customers receive 100 points and then earn an additional two points for each kilowatt-hour of electricity they save. Participants can use their rewards points for discounts and merchandise from popular brands including Bed Bath & Beyond, The Coca-Cola Company®, Fancy Feast®, Friskies®, Kashi, Nature Made®, Staples, Yoplait, as well as local business including Big Y, Kid’s Place and the Springfield Museums.

The *Western Mass Saves* program is a partnership with WMECo and three organizations that are nationally recognized in their fields. Efficiency 2.0, an energy efficiency software and program

administration company, administers the personal energy efficiency rewards program. RecycleBank, an environmental rewards and loyalty service, provides the rewards component of *Western Mass Saves* and facilitates relationships with national and local retailers. SmartPower, a non-profit marketing organization dedicated to promoting clean energy and energy efficiency, is managing the *Western Mass Saves Challenge*, the community marketing component of the program. The towns of Amherst, Easthampton, Ludlow and Sunderland will participate in the Challenge, working to achieve a three percent reduction in residential electricity use. Communities that reach the goal will receive a 1-kilowatt solar Photo Voltaic system for installation on a public building.

The personalized savings plans available on [WesternMassSaves.com](http://WesternMassSaves.com) are open to all WMECo residential customers in the 59 communities it serves.

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*Efficiency 2.0 is a leading energy efficiency software and program administration company. We deliver efficiency and demand response benefits to our utility and government partners at unprecedented scale by supercharging household engagement. Our programs and software leverage consumer marketing tactics, sophisticated energy end-use algorithms, and personalized recommendation engines to help consumers and businesses across the country better manage their energy costs. Efficiency 2.0 is headquartered in New York City. For more information, visit [www.ency20.com](http://www.ency20.com).*

*RecycleBank® motivates people to recycle and rewards consumers for taking greener actions with points that can be redeemed from participating local and national business partners. Through collaboration and innovation, RecycleBank is helping to create a culture that encourages people to take simple steps towards greener lifestyles. With new products and services like residential recycling, product reuse, expanded e-waste recycling, responsible disposal or simply focusing on using what already exists in the world today, we believe that making greener choices shouldn't feel at all like a trade off. It should be a trade up, and so RecycleBank rewards you every step of the way. RecycleBank currently provides service to over one million people across the U.S. and the U.K. and has been recognized with a number of business and environmental awards, including being named as a Technology Pioneer by the World Economic Forum and as a Champion of the Earth by the United Nations Environmental Programme. RecycleBank is headquartered in New York City. For more information, visit [www.RecycleBank.com](http://www.RecycleBank.com).*

*Created in 2002, SmartPower is the nation's leading non-profit organization dedicated to promoting clean, renewable energy and energy efficiency. Smart Power's award-winning, research-based campaigns have engaged people across the country, building the clean energy marketplace and helping Americans become smarter about their energy use. For more information, please visit [www.smartpower.org](http://www.smartpower.org).*

*Western Massachusetts Electric Company, a Northeast Utilities company (NYSE:NU), serves approximately 200,000 customers in 59 communities throughout western Massachusetts and is committed to the environment, economic development and the health of the communities it serves.*

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