



Newark's Own
Randy Hawkes

Give me 12 minutes and I'll show you how to shave hundreds, even thousands of dollars from your monthly electric bill, and put positive cash flow back in your business.

Dear Delaware Business Owner,

Chances are, your business took a big hit with the 107% rise in electric costs in 2006, and you're bracing for another round. You're probably scrimping and saving on things like cheaper supplies and services -- opting for less expensive health benefits -- consolidating trips to conserve fuel -- or maybe you've even fiddled with the office thermostat.

But it's 2008! Acting like Scrooge is old news...take a look at your ceiling.

There is a ravenous, cash-sucking monster up there -- it's your lighting system. Most business owners don't pay much attention to it, yet it bleeds cash like a transfusion straight out of your bottom line, even if you have fluorescent fixtures. It's like throwing money at your ceiling month after month...wasting up to 40% of your electric bill!

I would like to show you how to keep the electric company's hands out of your pockets -- and keep your cash in your bottom line -- where it belongs.

All I need is a 12 minute appointment to evaluate your current situation and show you how much you can save on your monthly electric bills. We'll even give you a free cost analysis custom designed for your business, so you can see in real numbers how much of your hard-earned profits are being drained away to the utility company--and exactly how you can get a substantial percentage back... permanently.

At Philadelphia Lighting Maintenance, we're committed to saving you money. We've been helping Delaware businesses keep more profits for more than 60 years. We're lighting management specialists...it's all we do...and we're local. Unlike "big box" construction contractors, we work quickly because our technicians are focused on just one thing...saving energy, which saves you time *and* money.

Here's what Shoprite Stores of Delaware says about us:

"Philadelphia Lighting worked around our schedule so that the work was done early in the day (and also early in the week) so as not to disrupt our customers during heavy traffic times.

I especially liked their ability to work within our budget and deliver what they promised. They were very sensitive to our customers, and worked hand-in-hand with us to make sure we were happy with the progress—and the result speaks for itself.

Not only do we have energy savings of over \$64,000 a year, but the improved quality of light greatly improves the presentation of our product and ambience of the store. Our staff and our customers are very impressed, and we're working on scheduling upgrades for the other two stores. They even completed all the paperwork necessary to apply for energy conservation tax refunds—it's a pleasure to work with them."

Dan Tanzer
Director of Administrative Services
Delaware Supermarkets, Inc.

Over Please

Our process not only guarantees energy savings...but safety as well. Read about our ongoing work with the Kimmel Center in Philadelphia...



“We had skyrocketing utility costs, some of which was caused by a badly-engineered lighting system. We had 150 watt incandescent bulbs in wall-washers on three levels, all behind soffits, which made things hot—especially the wiring. PLM is completely re-engineering the system, replacing the incandescent bulbs with low-wattage compact fluorescent bulbs, including color correction with tinted lenses for the correct light. The work will result in energy savings of \$60,000 a year, but our main concern was the fire hazard, which will be completely removed. Our architectural consultants are very pleased.”

*Jack Nixon
Director of Engineering and Capital Projects*

We get comments like these everyday from companies just like yours, and I'll show you how you can get similar results...just give me a few minutes to explain how our service can help you reduce costs and stay profitable, and I guarantee the 12 minutes you spend with me will be extremely productive for your company.

But please hurry. I don't want you to miss out on the Delaware Energy Rebates, which may run out soon. Also, we are offering fellow members of the New Castle County Chamber of Commerce a 5% discount on jobs booked early in 2008, so please **pick up the phone and call 800-724-5800 and ask for my assistant, Charlotte, today!** I guarantee you'll be glad you did.

Sincerely,

Randall Hawkes
Senior Project Manager
Delaware Regional Office

P.S. As another incentive for meeting with me, **Charlotte will rush you a copy of our new Special Report: Smart Business Strategies: 5 Costly Lighting Retrofit Mistakes and How to Avoid Them.** It's yours absolutely free when you call. We've picked up quite a few tricks of the trade in our 60-plus years in the lighting business, and you can start using them TODAY to keep your competitive edge. In it, you can find out:

- How much money is too much to throw at “Going Green”
- What are “demand charges” and how does lighting affect them?
- Personnel issues that are costing you money
- How to get the most from the Delaware Energy Rebate
- How to turn your plant upgrade and/or retrofit into positive cash flow
- And much more!

P.P.S. There is absolutely no obligation on your part. Our energy analysis is FREE, and you are under no obligation to buy products or services as a result of making this appointment. But just take a look at how much your electric bills have gone up in just this year alone. Think of all the ways you could use that money. You've worked hard and took financial risks to build your business--why should the utility company get more than their fair share? We're confident that we can help you reclaim your company profits AND save energy at the same time--we would love to show you how. Call Today!

1-800-724-5800



Making your fluorescent fixtures more efficient can reduce wattage up to 68% per fixture, increase your light levels AND yield up to 50% in energy savings!

What are you paying per kilowatt hour now? We'll take a look at your existing system and tell you how much you can save per fixture, and whether you would benefit from other energy-saving measures, such as occupancy sensors, daylight harvesting, and other cost-saving measures.

Your Savings Start Immediately

For the owner of a business that pays a monthly electric bill, this is not a long-term project with far away benefits. You'll feel the boost in your wallet as soon as the work is done, which can be in as little as two weeks! Seeing is believing, and we can install a sample fixture on site so you can compare its efficiency against your current system.

Is this one of YOUR employees?

The problem could be your lights!



Humans need optimum light levels to function at their best; often a building that is too bright, too dim, or has flickering or discolored lights can have negative physical side effects, such as:

- Migraine Headaches
- Nausea and/or Flu Symptoms
- Lowered Immune Response
- Decreased Energy Levels

In addition to utility bills, how much MORE cash are you losing every month to lost productivity?



Does your child have problems learning at school?

Children are particularly susceptible to

light levels, especially overlighting, and we know which light levels are optimum. We have saved several schools money by retrofitting their existing systems, and have helped increase attendance and productivity by adjusting the light output in the classroom for healthier distribution.

You could qualify for 2007 Delaware ENERGY ANSWERS grant for installing energy efficient lighting by ACTING NOW.

We'll even cut the government red tape for you, and help your accounting office fill out the appropriate forms as part of our service.

We'll also show you the potential for POSITIVE CASH FLOW by Financing Your Installation!

CALL TODAY FOR AN APPOINTMENT AND FIND OUT HOW YOU CAN:

- Cut Your Electric Bill by up to 40% or MORE, EVERY MONTH
- Increase employee productivity
- Qualify for Energy Rebates
- Improve cash flow by retrofitting NOW
- And Much More!

Don't Wait! Get our FREE REPORT by CALLING CHARLOTTE TODAY!

Philadelphia Lighting Maintenance Company, Inc.

1-800-724-5800

*We've helped hundreds of businesses
save THOUSANDS every month on their electric bills...
Call us NOW, and see exactly how much CASH
you can put back in your bottom line.*



1-800-724-5800

*Limited Time Offer! Details Inside:
Call for a FREE Guide on Energy Conservation...*

*Save up to 40% on your electric bills EVERY MONTH...
and get Delaware to help pay for it!*

**How to Stop Your Monthly Profit
Hemorrhage:**

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