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Source: Californians for Smart Energy (www.casmartenergy.com)

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*****RE: 10/13 CA Energy Commission on TV Regulations*****

COALITION MEMBERS, INDUSTRY EXPERTS AVAILABLE FOR MEDIA INTERVIEWS

SACRAMENTO, CA – Tomorrow (Tuesday, October 13 at 9:00amPT), the California Energy Commission (CEC) will hold a public hearing on their proposed television regulations.

****AVAILABLE FOR INTERVIEWS****

(Please note: All of the following support energy efficiency but oppose these regulations because of the undue harm they will cause on California's economy, industry innovation and consumer choice.)

- Gerry Demple, Andrews Electronics (Valencia)
- Bill Dombrowski, President, California Retailers Association
- Doug Johnson, Senior Director of Technology Policy, Consumer Electronics Association (CEA)
- Charlie Martinez, Elk Grove Home Theater (Sacramento)
- Jim Palumbo, President, Plasma Display Coalition
- Gary Paola, Zone Pacific Sales (Sacramento)
- Darren Reaman, Public Policy Manager, Custom Electronic Design & Installation Association (CEDIA)

MORE ON THE CEC'S REGULATIONS: The CEC is proposing regulations that, if adopted, will require television manufacturers to meet certain energy use limits in order to sell televisions in California. The CEC's regulation would effectively ban the sale of 25 percent of current big screen TV models and 100 percent of plasma TVs larger than 60 inches in California. According to a Resolution Economics, LLC study (<http://casmartenergy.com/whats-at-stake.php>), it would cost California \$50 million a year in lost tax revenues and destroy 4,600 jobs. By all accounts, the CEC is expected to act on the proposed regulation this November.

MORE ON CALIFORNIANS FOR SMART ENERGY: Comprised of consumers, small businesses, trade groups and associations, Californians for Smart Energy (www.CASmartEnergy.com) is a growing coalition dedicated to having a real discussion about meeting California's energy needs – without job-killing regulations that are harmful to California's economy. Please also follow us on Twitter (www.twitter.com/casmartenergy) and Facebook (www.facebook.com/pages/Californians-for-Smart-Energy/118950385329) and YouTube (www.youtube.com/casmartenergy).

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