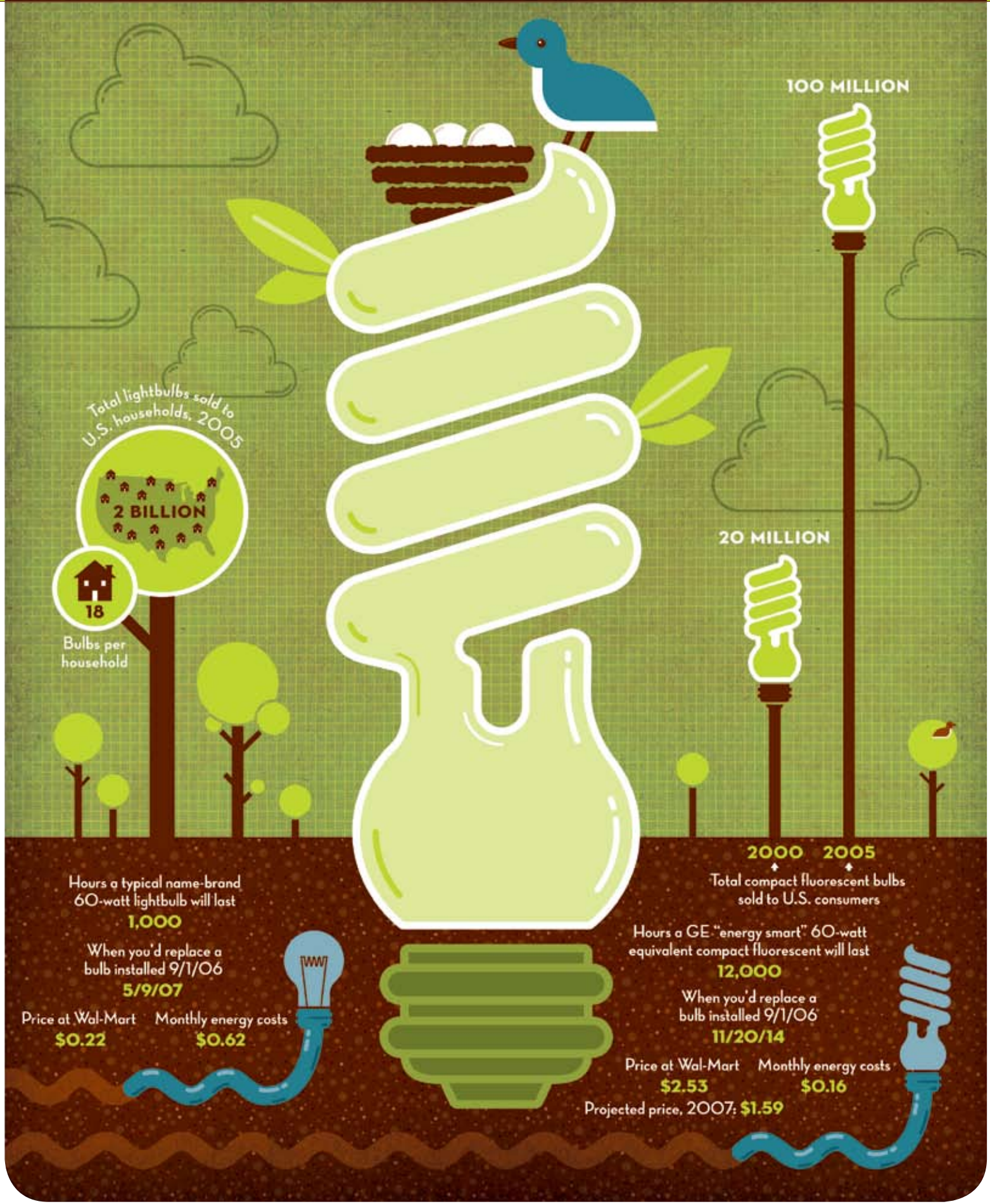


MIGHTY LIGHT: The bright future for a better bulb



Total lightbulbs sold to U.S. households, 2005



18

Bulbs per household

100 MILLION

20 MILLION

2000 2005

Total compact fluorescent bulbs sold to U.S. consumers

Hours a typical name-brand 60-watt lightbulb will last
1,000

When you'd replace a bulb installed 9/1/06
5/9/07

Price at Wal-Mart Monthly energy costs
\$0.22 \$0.62

Hours a GE "energy smart" 60-watt equivalent compact fluorescent will last
12,000

When you'd replace a bulb installed 9/1/06
11/20/14

Price at Wal-Mart Monthly energy costs
\$2.53 \$0.16
Projected price, 2007: **\$1.59**