



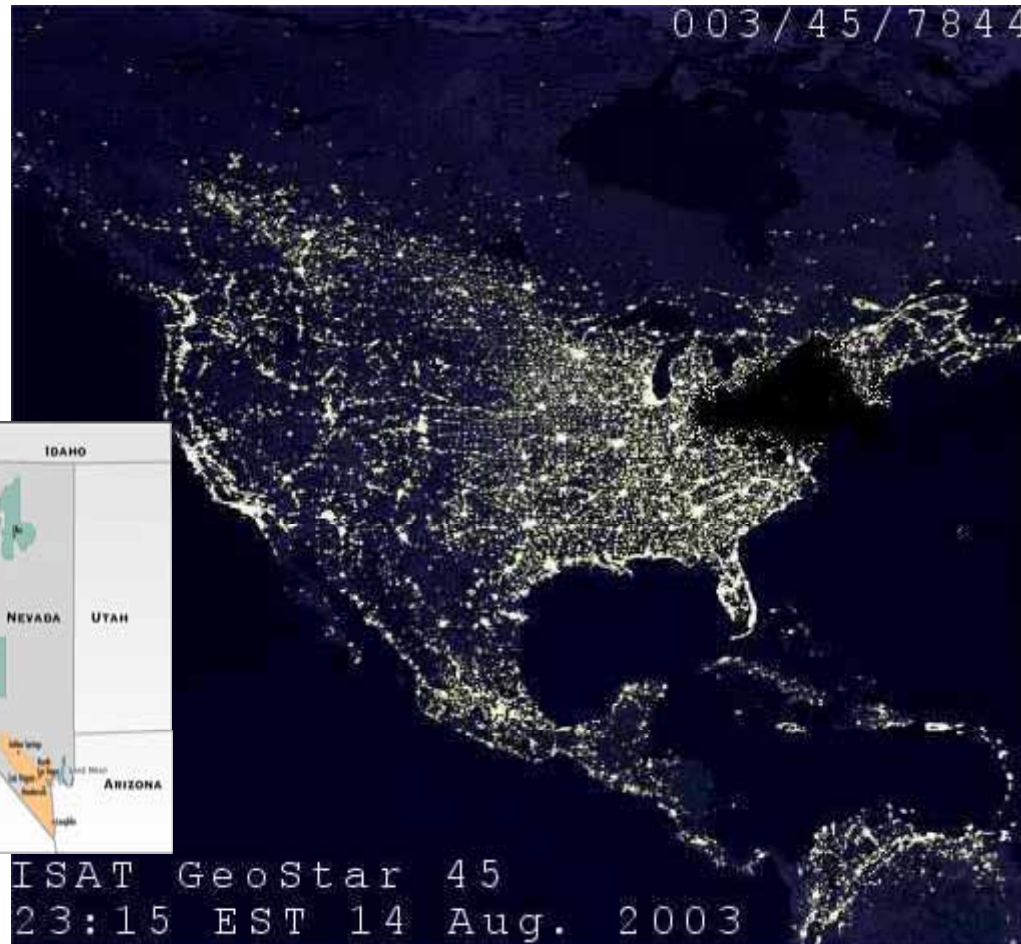
Sure Bet Direct Install Penetrates Hard-to Reach Market Segment

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Where is NV Energy?



- 2.4M Customers
- 7,500 MW Peak
- 4% Growth
(Historical)



Who is NV Energy?

- Formerly Sierra Pacific Resources, the company name has been legally changed to NV Energy and is now traded under NVE.
- Nevada Power Company (Las Vegas) and Sierra Pacific Power (Reno and Northern rural areas and Lake Tahoe – California) exist as legal entities.
- NV Energy is now the public brand for all operations with the exception of the California operations.



Who is NV Energy?

- NV Energy announced on Thursday, April 23rd it reaches agreement to sell California Distribution/Generation Assets
 - California Pacific Electric Company
 - Newly formed company jointly owned by Algonquin Power Income Fund and Emera Inc.



What is NV Energy's Commitment to Energy Efficiency?

- 3 Part Supply Plan with Energy Efficiency as #1

DSM Budgets and Savings Goals

	2007 Actual	Actual 2008 (to 11/30)	2009 Target
Expenditures (000)	\$ 27,269	\$ 51,400	\$ 58,519
Annual Energy Savings (MWh)	253,408	326,150	273,993



What is NV Energy's Commitment to Commercial Energy Efficiency?

Budget (000's)

		2007	2008	2009
Sure Bet Commercial / Industrial	Retrofit	\$ 7,200	\$ 8,300	\$ 7,300
	New Construction	\$ 1,600	\$ 2,300	\$ 2,300
	Hotel Motel	\$ 1,180	\$ 2,909	\$ 1,065
	Schools	\$ 850	\$ 800	\$ 775



Sure Bet Program

- Objective
 - Promote the implementation of cost-effective energy efficient measures in commercial facilities
- Timeline
 - Ongoing program initially funded as pilot in 2003
 - Currently funded in Northern Nevada thru 2010 and currently Southern Nevada is funded thru 2009 and is developing IRP for program years 2010-2012
- Target market
 - Non-residential – commercial, industrial and institutional customers (all sizes)
 - Ft. Churchill generating area with present T & D constraints for program years 2009 and 2010



Sure Bet Program

- Energy/demand savings
- Stimulate EE market
- Customer service
- Facilitation of projects
- Grid reliability
- Environmental benefits
- Long term relationships with customers, contractors, trade allies and local governments.



Sure Bet Program

- Incentive Program - Retrofit
 - Prescriptive
 - Custom
- New Construction
 - Prescriptive
 - Lighting Density
 - Performance Based
- Upstream – Air-cooled HVAC and High performance motors.
- Sure Bet Direct - Direct Install



Sure Bet Direct Install Program

- Provides comprehensive energy efficiency upgrades in lighting and refrigeration to a specific market
 - Small commercial businesses in NV Energy service territory that do not typically participate in standard EE programs
 - Underserved market place
 - Maximum of 600,000 kWh/yr usage
 - Targeted at Leased Space
 - May not be part of new construction, additions or expansion, first tenant improvement or change in business function



Sure Bet Direct Install Program

- Sure Bet Direct Install Program consists of
 - Evaluation, approval & training of Contractor
 - Contractor responsible for marketing effort
 - Free facility assessment by program approved contractor with program staff pre-inspection
 - Completion of a detailed proposal for the customer's review and approval
 - Installation of approved energy-savings equipment with program staff post-inspection
 - Payment to the contractor



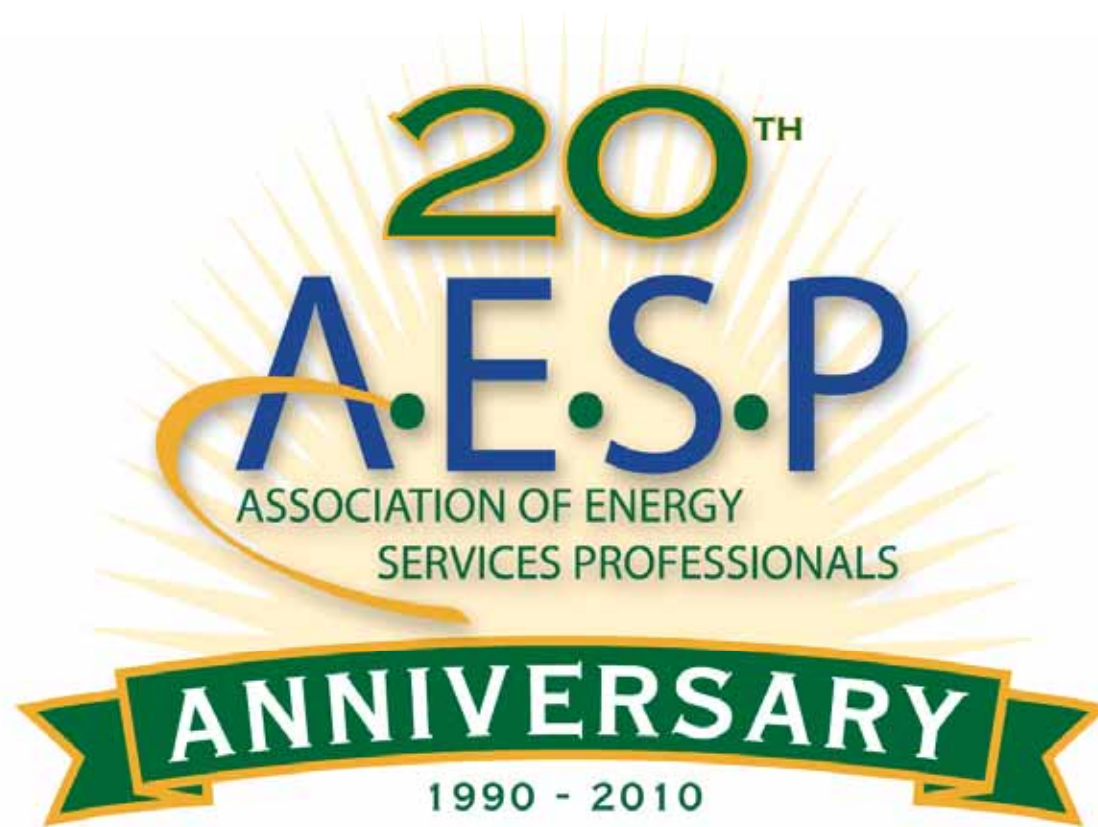
Sure Bet Direct Install Program

- Program rollout and lesson's learned
 - Program in third year. First two years have been sellouts with waiting lists
 - Popular among property managers and property owners
 - Some skepticism among property owners – “Too good to be true”
 - Win-Win-Win for Lessee, Leaser and Utility. Better building with reduced electrical cost with energy efficiency goals met



Sure Bet Direct Install Program

- Contact Information
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- Questions??



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