

NEWS RELEASE

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April 9, 2009

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Ohio Businesses Cash in on Energy Savings

TWINSBURG, Ohio – April 9, 2009. ROI Energy, headquartered in Twinsburg, Ohio shares details of how Ohio businesses are cashing in by going “GREEN”. The plan is ideally suited for warehouses and manufacturing companies with buildings 40K sq ft. or larger that operate 2-3 shifts/day.

Businesses are interested in improving their bottom line as well as going “Green”. Bob Taussig of ROI Energy confirms that business owners and facility managers are extremely concerned with both energy savings and sustainability, in order to reduce costs.

Switching to high intensity fluorescent (HIF) high bay lighting provides customers a 50-70% reduction of their lighting energy costs according to Taussig. “The conversion from their old, inefficient 400-watt metal halide overhead light fixtures to the dramatically more energy efficient HIF fixtures we offer is easily cost justified, with many facilities achieving a 15-28 month return on investment”. Even plants that operate five to six days a week for 12-14 hours a day can achieve an excellent ROI. Customers not only profit from the energy cost reduction, but benefit by typically getting 30-60% more light, according to Taussig.

“In a number of instances, we can certify customers for a beneficial tax benefit. The IRS allows for an accelerated deduction of 60cents/psf, all taken in the year the project is completed, which brings their payback down dramatically” said Taussig, a 25-year veteran of finding solutions for businesses.

Companies make the change for the energy cost reduction and improve their light levels considerably. Our systems can add tens of thousands of dollars to their bottom line every year. As a side benefit, companies are satisfying their customers as well as assuring their vendors, that they are committed to sustainability with this Green initiative” said Taussig.

ROI Energy offers lighting energy solutions for facilities all over Ohio and surrounding states. They provide customers a lighting energy audit at no charge and then meet with senior management to review the cost and the expected ROI (Payback). Once approved, the customer’s **“turnkey”** lighting retrofit project is installed without disruption to their operation, using trained lighting technicians.

ROI guarantees that customers who use 400 watt metal halide, or the old style T-12, 110 watt industrial fluorescent fixtures, they will reduce their lighting energy expense by 50-70% and see positive cash flow starting their first month, after retrofitting their manufacturing and warehouse lighting.

“Customer’s concern for capital is not an issue, as we have relationships with leasing companies that typically provide 100% financing in the form of an operating lease. This allows clients to pay for their new energy efficient lighting system over time using a portion of the savings from their monthly electric bills. Conversion to this energy efficient lighting is timely, since First Energy, Ohio Edison and AEP rates have recently been deregulated and will soon be passing along higher energy costs to businesses.” reports Taussig.

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