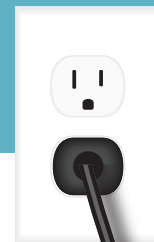




Energy Management Success Story



All-American Home Center Saves Automatically with SCE's Automated Demand Response Program

Average reductions of 10-40% conserve energy and save over \$13,000 with no sacrifices

There's an historic landmark on Firestone Boulevard in Downey. The All-American Home Center is the place where big-box home and hardware retailing was invented. The third-generation family-owned business follows this formula for success: a huge selection, a large and loyal staff, and rapid responsiveness to what its customers want. Always seeking to innovate, All-American is approaching its 50th year in business and, as part of keeping its competitiveness sharp, has committed to a new money-saving energy-management tool, Southern California Edison's (SCE) Automated Demand Response Program.

Chief Operating Officer Rob Morck explains: "Our store needs to be bright and comfortable; it's part of our appeal. But there are ways to achieve that without overspending, and with SCE's energy management programs like Auto DR, we can implement a lighting and climate control strategy that saves money without compromising the ambiance we want to give our customers. We aim to save every day, particularly when energy rates are highest. Retailers who assume that sound energy management means sacrifice are just incorrect."

Automated Savings with Auto DR and TA&TI

The Auto DR Program enables eligible SCE customers to participate in SCE Demand Response programs by reducing electricity usage during periods of peak demand without manual intervention. Customers may pre-select their levels of participation and automatically take part in a demand response event, permitting increased flexibility and ease-of-use. Qualifying customers who can reduce power when statewide energy supplies are low may earn financial incentives and lower their electricity costs by participating in these programs. While saving energy and money, a customer's participation in SCE Demand Response programs can also make a difference in the state's environment and economic well-being.

SCE's Technical Assistance & Technology Incentives Program (TA&TI) can identify opportunities for customers to reduce power use and participate in the Auto DR Program. TA&TI provides eligible SCE customers technical assistance in the form of demand response site assessments and financial incentives for the installation of qualifying technologies (including energy management systems) that automatically reduce electricity usage during periods of peak demand.

Savings by Managing Energy:

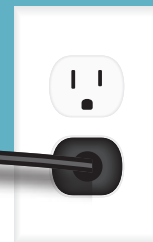
- Average actual energy reduction of 100+ kW per Auto DR event
- \$13,000+ saved to date





“We can save every day, particularly when energy rates are highest. Retailers who assume that sound energy management means sacrifice are just incorrect.”

Rob Morck, COO, All-American Home Center



Sound Energy Management, Long-Term Payback

“The foundation of long-term service success is financial health, so at All-American we’re always looking for ways to save money and operate more efficiently,” Rob explains. “We have 200,000 square feet of busy retail space in a building that dates from 1970. We’ve retrofitted and expanded repeatedly over the years, and SCE has always been there for us with incentives and programs that helped us save money. We saved \$100,000

in a single year after SCE helped us replace inefficient lighting. We save by participating in the Demand Bidding Program. And now TA&TI and Auto DR have helped us take the guesswork out of energy management. We set a standard, and the savings happen automatically. It’s a way for us to do the right thing for the community and serve our own business interests at the same time. And after we celebrate our fiftieth anniversary, we’ll be looking ahead to our seventy-fifth.”

Like All-American Home Center, You Can Save Money on Electricity

- **Find out how SCE Demand Response Programs such as Auto DR** can reward you for reducing your electricity usage at www.sce.com/drp.
- **SCE’s Technical Assistance & Technology Incentives (TA&TI)** Program at www.sce.com/drp provides technical assistance in the form of demand response site assessments, usually at no charge to eligible commercial and industrial customers, and incentives for the installation of qualifying demand response technology.
- **Switch to a time-of-use (TOU) rate and shift electricity usage from on-peak hours to mid-peak and off-peak hours as much as possible**, to take advantage of lower energy rates. Customers with demands over 200 kW are already on TOU rates.
- **Participate in SCE’s Demand Bidding Program**, in which customers with demands (or customers with aggregated demands) of 200 kW or greater can receive credits on their bill for voluntarily reducing power during called events. Learn more at www.sce.com/drp.
- **Leverage long-term savings from your hardware improvements using SCE Demand Response Programs**, which reward you for reducing your electricity usage. Learn more at www.sce.com/drp.
- **Use SCE’s Express Efficiency Program** at www.sce.com/express for cash incentives on qualifying energy-efficiency equipment.

For More Information

Southern California Edison offers a range of programs such as cash incentives, energy surveys, and payment options to help you better manage your electricity costs. To learn more, please contact your SCE account representative, call **(800) 990-7788**, or visit us at www.sce.com.

Learn more about how to save energy and save money:

Standard Performance Contract
www.sce.com/spc 800-736-4777

Savings By Design
www.savingsbydesign.com
www.energydesignresources.com

Summer Discount Plan
www.sce.com/drp

SCE Retro-Commissioning
www.sce-rcx.com/

SCE TA&TI
www.sce.com/drp

SCE Demand Bidding Program
www.sce.com/drp

EnergyManager[®], Cost Manager[®], Bill Manager[®]
www.sce.com/RebatesandSavings/LargeBusiness/EnergyManager/

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