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Press Release

RMLD introduces online store for energy efficient products

Reading, MA, July 1, 2015 – Reading Municipal Light Department (RMLD) is pleased to announce its new online store where residential customers can purchase energy efficient products at reduced rates of up to 50% beginning July 1st.

RMLD offers energy efficient products such as LED light bulbs and advanced outlet power strips at significantly reduced cost to encourage customers to make these energy saving upgrades. By purchasing and installing high efficiency LED bulbs, customers can save as much as \$128 or more annually in reduced electric bills, while doing their part to reduce their carbon footprint. LED bulbs have a life span of 25,000 hours compared to an incandescent bulb's 800-1,000 hours and CFL's 6,000-8,000 hours. In addition, newer technology LED bulbs provide an even, diffuse light source and are dimmable, characteristics the CFL bulb does not have.

The RMLD online store includes a range of 23 different ENERGY STAR® certified LED light bulbs and five different advanced power strips, which help insure that electronics such as home entertainment systems do not consume power when not being used.

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“The energy used in the average home can be responsible for more than twice the greenhouse gas emissions of the average car. When you use less electricity at home by using energy efficient products, you reduce emissions from power plants, which helps protect the environment from the risks of global climate change,” said RMLD Integrated Resource Engineer Tom Ollila.

To order through RMLD’s new online store, you must be a residential customer with a delivery address in one of RMLD’s four served towns: Reading, North Reading, Wilmington and Lynnfield (zip codes of 01867, 01864, 01887 or 01940). You will also need your residential electric utility account number to complete your order.

Please check out the new store by clicking on the “Online Store” button on the home page menu of www.rmld.com or go directly to the store at www.energyfederation.org/rmld.

For more information, contact Tom Ollila at 781-942-6426 or energyrmld@rmld.com.

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