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For Immediate Release

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## NEWS

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### Energy Trust ends first full year with big energy gains

*Startup nonprofit organization helps 16,000 homes and businesses  
in 100 communities save money, energy*

PORTLAND, Ore. — September 27, 2004 — Ben Franklin to the contrary, a kilowatt saved is more than a kilowatt earned. According to the 2003 Energy Trust of Oregon Annual Report it takes 3.9 cents to generate one kilowatt of electricity, but just 1.4 cents to save one. Natural gas follows the same pattern, costing 53 cents to generate the same therm that costs less than half to save.

By serving more than 16,000 households and businesses in over 100 communities across the state last year, Energy Trust is on its way to meeting its 2012 goals for energy efficiency and renewable energy development. To accomplish this, the nonprofit public purpose agency launched six programs in one year that have helped utility customers save or produce enough clean energy to power 23,000 Oregon homes — and they're just getting started.

Energy Trust of Oregon, Inc., is a nonprofit organization dedicated to changing how Oregonians use energy by promoting energy efficiency and renewable resources to Oregon customers of Portland General Electric, Pacific Power and NW Natural. Efficiency programs serve all sectors of the state including industrial, commercial and residential. Renewable energy programs are supporting the development of solar, wind and other renewable resources for homes and businesses.

In 2003, Energy reached an agreement to expand the Home Energy Savings, Solar Water Heating, Building Efficiency and New Building Efficiency programs to include gas customers.

"It's exciting to see our work pay off in clean energy and especially gratifying to provide Oregonians with cash savings at home and at work," said Steve Schell, president, board of directors, Energy

Trust of Oregon. "Just as important are the long-term benefits of these investment, such as fewer greenhouse gas emissions, a hedge against energy cost increases and preservation of Oregon's natural beauty."

Reducing pollution in Oregon is an important benefit of Energy Trust programs, and the numbers are impressive: efficiency and renewable resources have reduced carbon dioxide emissions by nearly 160,000,000 pounds, compared to pollutants that would have been generated by conventional power plants.

### **Network of trade allies serves state well**

Since opening its doors in 2002, Energy Trust has built a network of several hundred trade allies, highly experienced and qualified contractors who implement efficiency measures and install renewable resource systems through the Trust's six programs.

"By developing our network of trade allies, we're creating opportunities for Oregon businesses to grow and prosper. Our trade allies are distributed throughout the state and are accessible to all utility customers in our service territory," said Margie Harris, executive director, Energy Trust of Oregon. "Oregon has been and continues to be on the leading edge of energy, and we're doing it one home and one business at a time."

To receive a copy of the full 2003 Annual Report from Energy Trust of Oregon, call 1-866-ENTRUST (368-7878), or email [info@energytrust.org](mailto:info@energytrust.org) to request a copy. For more information about Energy Trust, visit [www.energytrust.org](http://www.energytrust.org).

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