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FOR IMMEDIATE RELEASE

**APPALACHIAN POWER OFFERS \$1300 REBATE FOR ENERGY STAR
MANUFACTURED HOMES**

CHARLESTON, W.Va., November 19, 2014 – Appalachian Power is now offering a \$1300 rebate to producers of ENERGY STAR manufactured homes. Modeled on the highly successful Tennessee Valley Authority program, the effort will stimulate the region's market for energy efficient manufactured homes and help consumers save money on power costs.

The rebate program is administered by Systems Building Research Alliance (SBRA), the research arm for the factory building industry and U.S. Environmental Protection Agency's national quality assurance oversight agent for the manufactured and modular home ENERGY STAR programs.

"The challenge with these efforts is to set the efficiency bar high at ENERGY STAR levels, yet still reach buyers who normally cannot afford the added cost but derive the greatest benefit from the energy savings," said Emanuel Levy, Executive Director, Systems Building Research Alliance.

The incentives are paid directly to the home manufacturer to offset a portion of the difference in price between a standard manufactured home and one that is ENERGY STAR certified, enabling more buyers to afford for a more efficient home. While the incentive goes to the manufactured home builder, the real beneficiary is the customer, who will reap thousands of dollars in savings over the life of the home. ENERGY STAR homes also are more comfortable, quieter, require less maintenance and are likely to have higher resale value.

Launched in 1992, ENERGY STAR is jointly operated by U.S. EPA and the U.S. Department of Energy. ENERGY STAR is a high-visibility brand recognized by consumers and business owners across the nation as an independent and credible mark of superior energy performance.

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Only electrically heated homes equipped with a heat pump are eligible for the incentive. The program is set to run through December 2015 and homes must be completed on site before the rebates are paid.

For more information, contact:



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