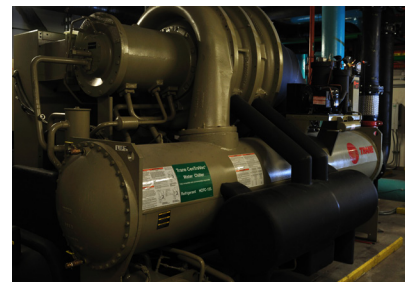


BANKING ON ENERGY SAVINGS

Strategic Energy Plan Reduces Costs



FIFTH THIRD BANK

Companies today are looking for more ways to reduce their energy usage, costs and their environmental impact. Fifth Third Bank, headquartered in Cincinnati, Ohio, has achieved its reduction goals by implementing a comprehensive strategic energy plan. In a year's time, the company has improved its energy efficiency at over 500 sites, cut energy use by 9.98 MM kilowatt hours, and reduced carbon emissions by 7,165 metric tons.

THE PLAN

In 2005, Fifth Third Bank and its facility management partner, Viox Services, Inc., an EMCOR Company, joined forces with Energy Impact, LLC to improve its facilities' energy management. With the help of Energy Impact, Fifth Third Bank developed its strategic energy plan – a comprehensive approach to identifying savings opportunities, enhancing efficiencies, and monitoring results.

Fifth Third Bank began by analyzing its energy and billing data at the company's largest facilities. Using a Web-based application, Fifth Third Bank captured energy data, developed detailed reports, and identified areas of high energy use. The reports helped to establish a cost savings and consumption baseline. This led to the bank's decision to implement a demand-side management approach to energy savings. Fifth Third Bank focused on corporate-level projects, such as lighting improvements, that could impact 90 percent of a facility's square footage.

THE RESOURCES

While Fifth Third Bank had identified the need for capital improvements, it still needed to determine what initiatives would make the most financial and environmental sense. That's when the bank and its energy management partners heard about Duke Energy's Smart \$aver Incentive program.

At its Cincinnati locations, Fifth Third Bank took advantage of Duke Energy's Smart \$aver program to upgrade lighting systems, and install occupancy sensors and programmable thermostats. The improvements resulted in over \$250,000 in incentives from Duke Energy. The rebates lowered the initial costs of purchasing the energy efficient equipment, and helped Fifth Third Bank make a logical choice in what improvement projects to implement first.

"Duke Energy offered the best rebate program. Our demand-side management improvements tie in directly with our Duke Energy partnership – and the fact that both companies are focused on achieving sustainable results. Fifth Third Bank took advantage of the rebate money by applying things that really worked, so everyone can get their money's worth. Duke Energy's new incentive programs in Indiana and North Carolina will come at the perfect time for Fifth Third Bank as they move ahead with their strategic energy plan."

-- Jonathan Swann, Founder and CEO of Energy Impact, LLC

THE RESULTS

Fifth Third Bank has significantly reduced energy consumption, increased savings and is helping to protect the environment by improving its facilities' energy efficiencies. The bank started with smaller projects, and used proven technologies and Duke Energy's incentives to get the biggest reward from its energy projects. And, with Fifth Third Bank's strategic energy plan, it has the tools to measure results – not only in relation to kilowatt-hour savings, but also in how it is successfully reducing the corporation's environmental footprint.

SAVINGS ACHIEVED

- Number of Completed Sites: 135 (Duke Energy-served accounts)
- kWh Reduction: 6,741,213 kWh realized to date
- Dollar Savings: \$946,000
- CO₂ Reduction: 4,841 metric tons

Fifth Third Bank's initial energy management success has driven the company to identify additional savings opportunities. In 2009, the bank is implementing projects that focus on HVAC system improvements. The company will also apply Duke Energy's Smart \$aver incentives to complete energy efficiency projects at 30 additional sites in North Carolina and approximately 45 sites in Kentucky and Indiana.

Word of the company's success is spreading among its employees. As employees become more aware of the program results, perceptions around energy efficiency are dramatically changing – enticing customers to learn more about energy savings.

HOW INCENTIVES CAN WORK FOR YOU?

Duke Energy is eager to help you realize cost savings through energy efficiency. We provide prescriptive and customized cash incentive programs to customers who are looking to lower their facility's operating costs by implementing energy-saving opportunities. Learn more by contacting your Duke Energy business relations manager today.

