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## NEWS

## NB Power launches Smart Habits ductless heat pump rebate

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Fredericton, N.B. – NB Power is expanding its Smart Habits rebate program to help New Brunswickers save energy and money this heating season with a \$500 rebate on high-efficiency, cold climate ductless heat pumps. Rebates on LED bulbs, programmable thermostats and water-efficient shower heads also go into effect on October 1st.

"We want our customers to maximize their savings and comfort all year so we'll be working with New Brunswick heating contractors to promote ductless heat pump models that work efficiently during our tough winters," said Gaetan Thomas, President and CEO of NB Power. "This is the second program we've developed with the help of expertise we've gained when Efficiency NB joined our team. This rebate will help create jobs and increase business for local contractors, and reduce reliance on fossil fuel during extreme cold while helping customers stop paying for electricity they don't need".

While heat pumps are becoming a more popular supplementary heating system, some models do not work efficiently at colder temperatures common during New Brunswick winters. This means homeowners must turn on additional heating sources which add to their energy costs and can add to New Brunswick's very high demand for electricity on winter mornings and evenings.

"Our government is pleased to see another new efficiency program aimed at ensuring New Brunswickers get the maximum benefit for the energy they use," Energy and Mines Minister Donald Arseneault said. "This program will help New Brunswick families maximize comfort and energy efficiency in their homes and, just as importantly, it will create jobs and the need for new technical trades and skills in the heating contracting industry as demand grows for high efficiency heat pumps."

To participate in the program homeowners must contact one of the participating contractors listed at [www.nbpower.com/heatpump](http://www.nbpower.com/heatpump). The rebate will be deducted from the purchase price of eligible ENERGY STAR certified, CEE Tier III rated cold climate (-20°C and lower) ductless mini-split heat pumps.

Also beginning October 1, NB Power is once again offering Smart Habits rebates on LED bulbs, programmable thermostats and water-efficient showerheads in retailers across the province until November 30, 2015. Mail-in rebates on eligible energy-efficient refrigerators and clothes washers are also ongoing.

Since October 2013, NB Power customers have taken advantage of \$2.8 Million in incentives and saved 24.4 Million kWh worth of energy or about \$2.6 Million worth of electricity.

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