



FOR IMMEDIATE RELEASE

Media Contact: Ione Villegas
(816) 556-2266 (w)
(816) 500-3563 (c)

**Show-Me Green Sales Tax Holiday provides incentive
to purchase energy efficient appliances**

KCP&L expert provides tips on how to receive best return on investment

Kansas City, Mo. (April 17, 2009) – The Show-Me Green Sales Tax Holiday, the week of April 19 through April 25, will provide deep discounts to encourage consumers to trade in their inefficient appliances for energy-saving models. But a KCP&L expert says consumers need to invest in the *right* equipment to get the best bang for their buck.

Kim Winslow, manager of Energy Efficiency at KCP&L, said energy efficient appliances can have higher up-front costs than less efficient models, but will save consumers money over the long term by lowering their energy costs.

“If you are looking to reign in your monthly household expenses, you don’t have to look farther than your front door,” Winslow said. “Inefficient equipment used every day – like air conditioners, refrigerators and light bulbs – may be contributing to higher utility bills.”

According to Energy Star, the typical household spends approximately \$2,000 every year on energy bills. By upgrading major appliances that have earned the ENERGY STAR rating, households can save \$75 a year in energy costs.

The energy-guzzling appliances in a home are air conditioners, refrigerators and lighting. Here are some tips consumers can keep in mind when buying appliances:

- **Almost half of the energy used in a home goes to heating and cooling.** To cut cooling costs by 30 percent, look for an air-conditioning unit or heat pump with a Seasonal Efficiency Rating, or SEER, of 15 or 16 for high efficiency performance.

Missouri KCP&L customers who replace their existing air-conditioning units with a 15 or 16 SEER unit may be eligible for KCP&L’s Cool Homes rebate program that offer an instant rebate of up to \$850 through participating HVAC dealers. For more information, go to www.kcpl.com/coolhomes.

- **Replacing a 12-year-old refrigerator with a new model can reduce refrigeration electricity usage by 40 percent.** Keep in mind that

refrigerators with freezers on top use 10 to 15 percent less energy than a side-by-side model of equal size.

- **Lighting accounts for seven percent of a home's energy usage.** Although not a tax-exempt product, replacing one standard light bulb with an ENERGY STAR qualified compact fluorescent light bulb (CFL) will save about \$30 over its lifetime and pay for itself in about six months.
- **Look for the ENERGY STAR label.** ENERGY STAR qualified appliances incorporate advanced technologies that use 10–50 percent less energy and water than standard models.
- **Read the EnergyGuide label.** The label is required on all new appliances to allow consumers to compare the typical annual energy consumption and operating cost of different appliances.
- **Consider household's needs.** Whether you are looking for an air-conditioning unit or refrigerator, consumers need make sure to choose the right size unit for their household's needs.

The Show-Me Green Sales Tax Holiday exemption applies to the first \$1,500 on each qualifying ENERGY STAR-certified new appliance. In addition, some cities and counties, such as Kansas City, Mo., have opted to eliminate their county sales taxes. For more information on the sales tax holiday, go to dor.mo.gov/tax/business/sales/taxholiday/green/.

For more energy-saving tips or to learn about KCP&L's rebate programs, visit www.kcpl.com.

###

About KCP&L:

Headquartered in Kansas City, Mo., Great Plains Energy Incorporated (NYSE: GXP) is the holding company of Kansas City Power & Light Company and KCP&L Greater Missouri Operations Company, two of the leading regulated providers of electricity in the Midwest. Kansas City Power & Light and KCP&L Greater Missouri Operations use KCP&L as a brand name. More information about the companies is available on the Internet at: www.greatplainsenergy.com or www.kcpl.com.