



Earl B. Feiden Inc.

APPLIANCE & T.V.

"Since 1926: The Store Good Service Built"



October 14, 2005

Jaclyn A. Brillling
Secretary, New York State Public Service Commission
3 Empire State Plaza
Albany, NY 12223-1350

To Whom It May Concern,

I am writing you as a New York State retailer who has been actively involved in the Energy Star Products Programs since their inception. These programs have been and continue to be very valuable to us. They have enabled us to reach many customers through the co-op advertising incentives and special promotions. We have even, in conjunction with NYSERDA, constructed an Energy Star kitchen in our showroom-complete with "Earth Friendly" cabinets. These programs have helped us grow our business, raise consumer awareness and send a message to manufacturers that energy efficient products are in demand.

We feel very strongly as a retailer that NYSERDA should be awarded the SBC 3 funds and that they should be extended after June 30, 2006 for 5 to 7 years to ensure program stability. We also would suggest the separation of the Residential and Energy Affordability Program and the Research and Development Programs. The creation of SBC charge for natural gas users would also increase NYSERDA's funding for the NYS Energy Smart Programs.

Thank you for your time and attention to a matter we feel is very important to us as well as the state as a whole. We optimistically look forward to many more years of such a worthwhile program.

Sincerely,

Mary Feiden
VP