

Introducing the NATIONAL ENERGY DIRECTORY

www.nationalenergy.com.au is a new web portal, launched in May, 2010 for Australian consumers to discover the energy efficiency information they need through a single website. The **NATIONAL ENERGY DIRECTORY (NED)** is aimed at encouraging all businesses and households to adopt energy saving practices.

NED allows Australians to find Federal and State/Territory government energy efficiency grants and rebates and details on their initiatives. Site visitors can search and find State by State for energy saving options and energy efficient companies, products and services.

nationalenergy.com.au

The logo for the National Energy Directory (NED) is displayed on a dark blue background. It features the letters 'NED' in a large, white, sans-serif font. The letter 'E' is stylized as a three-pronged electrical plug symbol. To the right of 'NED', the words 'NATIONAL ENERGY DIRECTORY' are stacked vertically in a smaller, white, sans-serif font. The word 'ENERGY' is highlighted in a light green color.

Dr Deane Hutton and NED TV

- Dr Deane Hutton, Australia's energy efficiency doctor and former co-presenter of *The Curiosity Show*, is the host of the **NATIONAL ENERGY DIRECTORY**. Dr Deane presents a series of video energy saving tips, the latest energy efficient innovations and inventions, plus blogs, webinars and enews. The site is promoted through a significant television advertising campaign featuring Dr Deane on the **WIN Television network**.
- Television advertorial commercials and corporate video presentations hosted by Dr Deane are also available to all members of **NATIONAL ENERGY DIRECTORY**, allowing you to promote your energy efficient business, product, service or initiatives through this very credible third party host. The following membership packages provide an opportunity for your company to benefit from Australia's newest energy efficiency communication by including this in your existing and future advertising investments online and on television.

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NED Feature Membership

- **NED web page** for your company, including banner, images, comprehensive business description, video of your current corporate video or TVC, and direct link to your company web site
- Access and invitations to **NED** blogs, forums, webinars, info sessions, expos, launches and other events.
- Opportunity to utilise the services of **Dr. Deane Hutton** to present advertorials for your energy-efficient business, product or service

- **Single State Listings** \$ 99 inc GST per month x 12 months
 \$ 990 inc GST per year for an upfront payment
- **National Listing** \$ 495 inc GST per month x 12 months
 \$4,950 inc GST per year for an upfront payment

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NED TV Membership

NED web page for your company, including banner, images, comprehensive business description, video of your current corporate video or TVC, and direct link to your company web site

- access and invitations to **NED** blogs, forums, webinars, info sessions, expos, launches and other events.
- Production of **“Dr Deane TVC”** (15 sec & 30 sec) on **“NED TV” with top and tail** endorsement of your company’s products and services (up to 2 hours shoot within 50kms from WIN TV office location, editing, Dubsat & CAD)
- **Single State Listings** \$ 198 inc GST per month x 12 months
\$1,980 inc GST per year for an upfront payment
- **National Listing** \$ 660 inc GST per month x 12 months
\$6,600 inc GST per year for upfront payment

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