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Source: Californians for Smart Energy ([www.casmartenergy.com](http://www.casmartenergy.com))

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**\*\*\*RE: 10/21 Legislative Hearing on CEC TV Regulations\*\*\***

## **COALITION MEMBERS, INDUSTRY EXPERTS AVAILABLE FOR MEDIA INTERVIEWS**

**SACRAMENTO, CA** – Tomorrow (Wednesday, October 21 at 1:00pmPT), the State Assembly Committee on Utilities and Commerce will hold a public hearing on the California Energy Commission's (CEC's) proposed televisions regulations.

**\*\*ATTENDING THE HEARING AND AVAILABLE FOR INTERVIEWS\*\***

(Please note: All of the following support energy efficiency but oppose these regulations because of the undue harm they will cause on California's economy, industry innovation and consumer choice.)

- **California Retailers Association**: Bill Dombrowski, President,
- **Carvid Systems Inc.**: David Hearn, Owner (Monterey)
- **Consumer Electronics Association (CEA)**: Doug Johnson, Senior Director of Technology Policy
- **Custom Electronic Design & Installation Association (CEDIA)**: Darren Reaman, Director of Public Policy
- **Evolution Home Theatre**: Shawn Worst, Owner (San Diego)
- **Land & Sea Entertainment**: Terry Morton, Owner (San Diego)
- **Panasonic**: Peter Fannon, Vice President of Technology Policy, Government & Regulation and Mark Sharp, Group Manager, Environmental Department
- **Paradyme Sound & Vision**: Leon SooHoo, Owner (Sacramento)
- **Plasma Display Coalition**: Jim Palumbo, President

Full list of coalition members (available for interviews): <http://casmartenergy.com/about-us.php>

**MORE ON THE CEC'S REGULATIONS**: The CEC is proposing regulations that, if adopted, will require television manufacturers to meet certain energy use limits in order to sell televisions in California. The CEC's regulation would effectively ban the sale of 25 percent of current big screen TV models and 100 percent of plasma TVs larger than 60 inches in California. According to a Resolution Economics, LLC study (<http://casmartenergy.com/whats-at-stake.php>), it would cost California \$50 million a year in lost tax revenues and destroy 4,600 jobs. By all accounts, the CEC is expected to act on the proposed regulation this November.

MORE ON CALIFORNIANS FOR SMART ENERGY: Comprised of consumers, small businesses, trade groups and associations, Californians for Smart Energy ([www.CASmartEnergy.com](http://www.CASmartEnergy.com)) is a growing coalition dedicated to having a real discussion about meeting California's energy needs - without job-killing regulations that are harmful to California's economy. Please also follow us on Twitter ([www.twitter.com/casmartenergy](http://www.twitter.com/casmartenergy)) and Facebook ([www.facebook.com/pages/Californians-for-Smart-Energy/118950385329](http://www.facebook.com/pages/Californians-for-Smart-Energy/118950385329)) and YouTube ([www.youtube.com/casmartenergy](http://www.youtube.com/casmartenergy)).

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