

## NEWS

### **Roth Bros Lighting Retrofit Program Reduces Huntington Bank's Electrical Use 64%**

*Lighting Management Program saves energy and reduces taxes for Bank*

YOUNGSTOWN, Ohio- -Roth Bros., a national HVAC, roofing, and energy management firm, today announced that its lighting retrofit program reduced Huntington Bank's electrical use 64 percent at 42 locations. The reduction, which included the use of more efficient fixtures, earned Huntington a 60 cent per square foot tax savings for 2007. As part of the program, Roth plans to recertify bank locations for a projected savings of an additional 15 cents per square foot on Huntington's taxes in 2008.

"We approached Huntington Bank with this unique dual-pronged opportunity to achieve energy-efficiency and capitalize on government incentives to lower its corporate tax liability," says Tom Froelich Jr., Executive Vice President of Roth. "Our lighting retrofit program has been met with great success, and with it, proven our ability in this business sector. Our relationship with Huntington put us in the position to offer this innovative program to other organizations that want to cut their energy use and also take advantage of EPACT tax incentives."

Roth's program qualified Huntington Bank for the tax deductions under the 2005 Energy Policy Act ([EPACT](#)) by replacing current T12 fluorescent lighting with new high-tech fluorescent lamps and fixtures with the latest electronic ballasts. The new fluorescent lamps are maintenance-free for two years, emit less heat, and reduce power consumption by 50 percent over the American Society of Heating, Refrigerating, and Air Conditioning Engineers (ASHRAE) standard, which has helped Huntington cut its air conditioning use by 15 percent per building.

Each lighting retrofit is PE certified by Roth to guarantee every installation complies with Internal Revenue Service guidelines. A further benefit to Huntington is Roth safely disposes the old fixtures and lamps in accordance with federal regulations, which prohibits organizations from disposing T12 lighting fixtures and lamps in commercial dumpsters.

Huntington's relationship with Roth gives it the extra advantage of drawing on the company's industry contacts. To illustrate, it was through Roth's network of industry experts that the company found the energy-efficient commercial building deduction provision of EPACT may increase to 75 cents per square foot next year.

"Our relationship with Roth continues to pay high dividends," says Rick Bunyoff,

Huntington Bank's Facilities Services Regional Manager. "Roth took us well beyond making our locations more environmentally-friendly with more energy-efficient lighting. Their keen insight into the energy market and expert knowledge of energy-related tax law and government regulations opened the door for us to qualify for tax benefits we would otherwise never have known. Partnering with Roth has proven to be a very smart investment for Huntington."

#### About Roth Bros.

Headquartered in Youngstown, Ohio, Roth Bros. is a leading HVAC, roofing and energy management firm that last year saved its clients more than \$27 million. Founded in 1923, Roth pioneered the first energy management solution to combine HVAC maintenance with energy monitoring to deliver a 10 to 40 percent cost savings, guaranteed. The company remains an industry leader in combining state-of-the-art technology with best practices to deliver a comprehensive one-stop solution for clients, including HVAC Service, Roof Management, Energy Management, Electrical Services, Roofing, HVAC Construction, and Performance Contracting. For 84 years, Roth has been committed to fulfilling the diverse needs of its customers simply, quickly, and cost effectively. The company can be found on the Web at [www.RothBros.com](http://www.RothBros.com)