



EcoRebates Empowers Leading Retailers to Solve the Energy Rebate Dilemma by Providing Shoppers with Over \$150 Million in Available Energy-Based Rebates

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Menlo Park, CA ([PRWEB](#)) January 26, 2011 -- EcoRebates, the leading energy rebate solutions provider for retailers, manufacturers and utilities, today announced it has now provided more than \$150 million in available energy-based rebates on residential items such as appliances, green building, HVAC, and electronics. Energy-based rebate programs for consumers are surprisingly extensive, offered by utilities and local, state, and federal governments, yet remain complex and under-utilized at a critical time. According to the U.S. Department of Energy (DOE), the energy consumed by the typical U.S. home has more than doubled since 1980.

In appliances, rebates range from \$50-\$200 and appliances can qualify for more than one at a time. Only a small portion of shoppers use them because the process has been confusing, time consuming and under-promoted. Working closely with leading retailers and manufacturers like Whirlpool and A.O. Smith, as well as local utilities, EcoRebates offers rebate locator internet software that simplifies the thousands of different energy-based rebate programs worth billions in funding that are active and originally intended to entice buyers and conserve energy.

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Recognizing the complex matrix of rebates determined by different energy standards, geographic locations, and constantly changing government and utility-driven incentives at the local, state, and federal levels, EcoRebates set out to simplify the process. The company dissected the confusing rebate landscape and now provides adaptable, cross-channel tools powered by dedicated support teams, which together analyze and translate all active rebate data. Online buyers see only the customized results of dollars to be saved.

“Through our partners we’ve now seen provided 2.5 million local rebate searches,” said Brett Battles, CEO and co-founder of EcoRebates. “Shoppers are more environmentally aware, and when given the opportunity to ‘go green’ and save on average \$70 per qualifying item, it impacts their purchase behavior.”

Expanding home energy consumption and limited energy production capability help explain the market need to incentivize energy consciousness. According to the U.S. Department of Energy’s (DOE) Energy Information Administration (EIA), the growing quantity of electrical products found in homes contributes significantly to the growth of energy consumption. In 1980, the average U.S. household spent approximately \$230 for the electricity to power miscellaneous products. Today, the average household utility bill is \$420 spent to power those products.

About EcoRebates

EcoRebates is the leading online solutions provider for energy-based rebate initiatives, offering rebate tools and



customized service solutions for retailers, manufacturers and utilities. The online tools empower consumers to easily take advantage thousands of energy-based rebate programs that in total offer \$1 billion in incentives for purchasing energy efficient items. Based in Menlo Park, CA, EcoRebates was founded by internet software industry veterans and environmental leaders Brett Battles and Nikita Tovstoles. Battles has a PhD in Energy Engineering and combines technology industry experience at NetApp, Aberdare Ventures, and McKinsey with environmental missions involving clean technologies such as serving as Mentor Chair of the Clean Tech Open. Tovstoles holds MBA and Computer Science degrees, offering over 10 years experience leading web engineering teams as Doppelganger, Sun Microsystems, and as co-founder of web service firm WorkoutIQ.

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