



FOR IMMEDIATE RELEASE
January 30, 2015

Contact: Tiffany Clotfelter, 312-251-9931
tclotfelter@ksapr.com

Nicor Gas Energy Efficiency Program Wins Award for Simplifying Complicated Furnaces to Achieve Energy Savings

CHICAGO – Nicor Gas’ “What’s in the Box?” campaign received the Midwest Energy Efficiency Alliance’s (MEEA) 2015 Inspiring Efficiency Education Award.

The Nicor Gas Home Energy Efficiency Program created the campaign to educate homeowners about the operation of their existing natural gas furnace, the benefits of making high-efficiency upgrades, and ways to take advantage of available rebates.

“What’s in the Box?” simplified the sometimes complicated topic of energy efficiency by using digital infographics, an animated video, and an online quiz. Customers who completed the quiz received a free Nicor Gas energy savings kit.

The campaign’s educational resources proved entertaining and engaging. An impressive 90 percent of viewers watched the “What’s in the Box?” video through the end. Of those viewers, 45 percent completed the quiz and received a free kit. Nicor Gas’ Energy Efficiency program attracted more than 20,000 unique visitors to its website.

Partnering with trade allies was essential to the success of the campaign,” said Meena Beyers, Director of Marketing and Communications, Energy Efficiency Program at Nicor Gas. “Trade allies have a clear understanding of the market, are extremely knowledgeable about customers and their perspectives, and provide technical insight when the campaign focuses on equipment and processes.”

Participation in Nicor Gas’ Home Rebate Program more than doubled when compared to the same time period the year before. Furnace rebate applications alone increased 137 percent. More than 1,768,000 gross therms of natural gas were saved from new furnace installations.

“This program encouraged customer engagement unseen by other educational efforts,” said Stacey Paradis, MEEA interim executive director. “MEEA is proud to recognize Nicor Gas for its unique approach to educating customers with the “What’s in the Box?” campaign.”

Bestowed annually at the Midwest Energy Solutions Conference (www.meeaconference.org), MEEA’s Inspiring Efficiency Education Award is presented to an organization that has, through effective education, increased the adoption of energy efficient practices in the Midwest region.

###

About Midwest Energy Solutions Conference

The Midwest Energy Solutions Conference is the largest event of its kind in the region. Each year it brings together a broad range of private- and public-sector thought leaders from around the nation who share a vested interest in energy efficiency. Now in its 13th year, the conference continues to grow as energy efficiency investment across the Midwest increases.

The conference is presented by the **Midwest Energy Efficiency Alliance (MEEA)**, the region's source on energy efficiency. Formed in 2000, MEEA is committed to advancing sound energy efficiency programs, policies and priorities in the Midwest. MEEA's membership represents a broad consortium of energy stakeholders from across a 13-state area.

www.mwalliance.org

About Nicor Gas

Nicor Gas is a wholly owned subsidiary of AGL Resources (NYSE: GAS), a natural gas distribution company that serves more than 2 million customers in a service territory that encompasses most of the northern third of Illinois, excluding the City of Chicago. For more information, visit www.nicorgas.com.

About AGL Resources

AGL Resources (NYSE: GAS) is an Atlanta-based energy services holding company with operations in natural gas distribution, retail operations, wholesale services and midstream operations. AGL Resources serves approximately 4.5 million utility customers through its regulated distribution subsidiaries in seven states. The company also serves approximately 630,000 retail energy customers and approximately 1.2 million customer service contracts through its SouthStar Energy Services joint venture and Pivotal Home Solutions, which market natural gas and related home services. Other non-utility businesses include asset management for natural gas wholesale customers through Sequent Energy Management and ownership and operation of natural gas storage facilities. AGL Resources is a member of the S&P 500 Index. For more information, visit www.aglresources.com.