A heat pump is actually an air conditioner that runs in reverse. Standard air conditioners use the refrigeration cycle to capture heat (measured in BTUs).The air conditioner then moves the heat to the desired location and releases it. In summer, this removes unwanted BTUs from the living area of the home, leaving it cool and comfortable. A heat pump simply reverses this cycle for winter. Heat is captured from the outdoor air and pumped inside to warm the living area.

If you would like help in determining whether a heat pump would be right for you, call the Marketing & Energy Services Department at 997-7283 or toll-free 1-800-201-7283 and request a free energy survey. An energy advisor can help evaluate whether a heat pump would be an advantage to you.

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For additional information, call 997-SAVE or 1-800-201-SAVE and ask for Marketing and Energy Services.

http://www.lcec.net

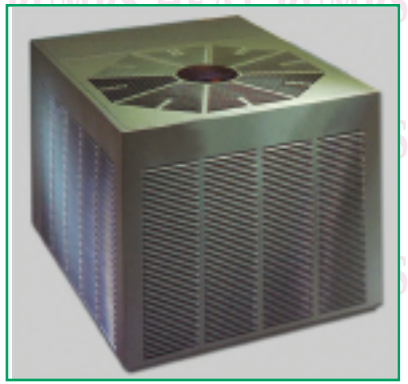
#6-JAN/06

THE ¢ENTSABLE WAY

TO

HEAT PUMPS

for home heating



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HEAT PUMPS

ARE HEAT PUMPS MORE EFFICIENT THAN OTHER HEATING SYSTEMS?

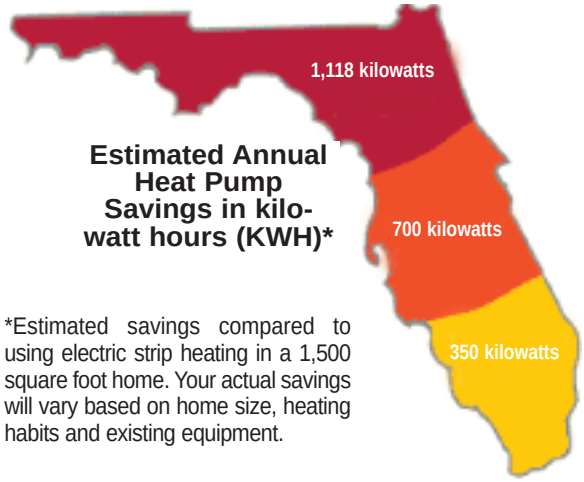
Because heat pumps capture existing heat energy and ***pump*** it to the desired location, instead of manufacturing it like most other heating systems, heat pumps can achieve incredible efficiencies. Most heating systems convert fossil fuels or electricity directly to heat. Even if these systems were 100 percent efficient, they could only yield as much energy as they consume. While fossil fuel furnaces yield 60 percent of the energy they consume, and heat strips yield 100 percent, a heat pump can yield 200 to 300 percent of the energy it takes to make it work.

Do not confuse ***efficient*** with ***cost-effective.*** To be a wise buyer, consider efficiency, fuel cost, equipment cost, installation cost and lifestyle to determine whether or not a heat pump would be cost-effective for you.

DO HEAT PUMPS COST MORE TO PURCHASE THAN CONVENTIONAL HVAC SYSTEMS?

Heat pumps are more expensive than straight-cool air conditioners with electric resistance heat. According to local HVAC contractors, the price varies depending on the size and unit efficiency. In cooling mode, heat pumps operate like standard air conditioners with comparable efficiency. There are also units (known as dedicated heat pumps) available for heating water or swimming pools.* These units will usually pay for themselves in 3 to 5 years with the energy savings they generate.

* See LCEC's *Pools and Spas* brochure.



*Estimated savings compared to using electric strip heating in a 1,500 square foot home. Your actual savings will vary based on home size, heating habits and existing equipment.

IS A HEAT PUMP WORTH THE EXTRA INVESTMENT?

Heat pump economics vary from family to family. Many families here in Southwest Florida use their heat too sparingly to justify the cost of a heat pump. For this reason, LCEC recommends that a prospective heat pump owner carefully analyze their heating habits before reaching a decision. Occasionally, medical conditions require that very constant indoor temperatures be maintained. In these cases, a heat pump would be a wise investment. Persons considering a heat pump should review their power-use history. As a rule of thumb, a heat pump should be purchased if power usage of at least three winter heating months is equal to or greater than power usage in the highest summer months.

To operate properly, a heat pump must move about 12 percent more air than a conventional air conditioning system. Although many duct systems would accommodate the extra capacity, an HVAC professional should be consulted to determine if any additional duct work would be needed. Also, most heat pumps need a special thermostat to control their dual functions.