



For Immediate Release

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***NYSERDA-Supported “Build Green. Live Green.” Home To Be Featured
at 30th Anniversary Show***

Schenectady-based Newport Ventures today announced the completion of the first demonstration home under New York’s High Performance Residential Development Challenge, an energy efficiency program sponsored by NYSERDA.

The *Build Green. Live Green.* home, built by Gerber Homes, will be showcased in the Rochester Home Builders’ Association’s 2008 Homearama. The home combines multiple energy efficiency strategies to result in a design expected to provide **61% whole house energy savings** from the same floor plan built to 2007 New York Energy Conservation Construction Code standards.

“The Rochester Home Builders’ Association (RHBA) is proud to be able to showcase energy efficiency and green building as the overarching theme of this year’s Homearama,” said Rick Herman, RHBA Executive Vice President.

The home is the first completed of seven that will be built throughout the state and whose builders are partnering with NYSERDA to provide ultra energy efficient homes. The energy performance of this first home demonstration in Rochester and the others to follow will be documented through both short term tests and analysis of energy bills during the home’s first year of occupancy. All the design, construction and performance data of the home will be made available to the building industry and home buyers. To track progress of the overall project, please visit www.newportventures.net

“Through NYSERDA’s residential energy challenge we will demonstrate the enormous savings that high energy systems in the *Build Green. Live Green.* home will provide future homeowners,” said Liza Bowles, Newport Ventures President.

The other builders selected for participation in the NYSERDA program include:

- Belmonte Homes – Clifton Park, NY
- Rosewood Homes – Latham, NY
- Colton Corporation – Watertown, NY
- Viola Homes – Rochester, NY
- Rob France Homes – Albany, NY
- Marrano Homes – Buffalo, New York

About NYSERDA

The New York State Energy Research and Development Authority was established by 1975 law as a public benefit corporation. NYSERDA funds research into energy supply and efficiency, as

well as energy-related environmental issues, important to the well-being of New Yorkers. NYSERDA has been cited by the U.S. Department of Energy as being among the best government research organizations in the North America, including others such as NASA. Visit www.GetEnergySmart.org or call 1-877-NY-SMART (1-877-697-6278) to learn more ways to save energy.

About Newport Ventures

Newport Ventures is a Schenectady-based research and consulting firm with extensive expertise in the housing industry. Its core practice focuses on the ability to partner with the best in the industry to provide technical and marketing services, field and market research, and program management for both government and private sector clients. Newport Ventures is working under a NYSERDA contract to demonstrate energy efficient homes through the High Performance Residential Development Challenge. For more information about Newport Ventures, please visit www.newportventures.net.

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