



**U.S. Department of Energy Names
AFC First Financial Corporation
Nation's First Private Home Performance with
ENERGY STAR (HPwES) Sponsor**

Formal Announcement to Be Held November 16, 2011

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Allentown, PA November 10, 2011 - The U.S. Department of Energy (DOE) has named [AFC First Financial Corporation](#) (AFC First) an official Home Performance with ENERGY STAR (HPwES) Sponsor, the first non-utility private company to be so designated. Previously, the HPwES sponsorship had been reserved for utilities, state, municipal and non-profit organizations only.



[Home Performance with ENERGY STAR](#) is a comprehensive, whole-house approach to improving energy efficiency and home comfort. Contractors who perform work under the program must adhere to strict installation standards and be certified in energy efficiency contracting. Homeowners who utilize this "whole-house" approach when making energy improvements such as upgrading their heating and cooling systems enjoy energy and comfort benefits including consistent temperatures across rooms, better ventilation and humidity control, lower utility bills and often access to lower-rate financing to pay for the project.

AFC First is a national leader in energy efficiency home improvement financing programs, supported by a network of approved contractors and relationships with manufacturers, utilities, municipalities and state governments. It had previously administered the PA Home Energy HPwES program for the West Penn Power Sustainable Energy Fund. "The Department of Energy's direct designation of AFC First as an HPwES sponsor will enable AFC to couple the Home Performance program with our financing programs to improve affordability for consumers and expand training to contractors on comprehensive home energy improvements," said Peter Krajsa, Chairman and CEO of AFC First.

AFC's initial integration of HPwES will be with Pennsylvania's [Keystone Home Energy Loan Program \(Keystone HELP\)](#), which it operates in cooperation with Pennsylvania's Treasury, Department of Environmental Protection and Housing Finance Agency as well as the [EnergyWorks](#) program in southeastern Pennsylvania and the Allentown Energy Conservation program.

To mark its designation as an HPwES Sponsor, AFC First will conduct a contractor training session and a Press Event, at which federal and state officials will be in attendance. A reception will be held following the Press Event.

When: Wednesday, November 16, 2011

Where: AFC First's Green Energy Training Center, 1005 Brookside Road, Allentown, PA 18106

3:00PM Contractor Training Session

"Increasing Your Sales Through Whole House Energy Efficiency"

Chandler von Schrader, EPA

4:00PM Press Event - Introduction of AFC First as HPwES Sponsor

Remarks by Peter Krajsa, CEO, AFC First; Ely Jacobsohn, DOE; Chandler von Schrader, EPA, Representatives of Pennsylvania Treasury Department, Department of Environmental Protection and Others

4:30PM Reception for Contractors and Attendees

AFC First Financial Corporation, founded in 1947 and headquartered in Allentown, PA is a national leader in residential energy efficiency and renewable energy home improvement financing, contractor training and rebate processing. It is one of only three Fannie Mae Energy Lenders in the U.S. and operates its national retail EnergyLoan® in twenty states through a network of over 3,000 approved contractors. It helped create and administers Pennsylvania's Keystone Home Energy Loan Program with the Pennsylvania Treasury, DEP and Housing Finance Agency. AFC First's other program experience includes the administration of the Connecticut Solar Leasing Program, Connecticut Energy Efficiency Loan Program, Efficiency Maine Loan Program, Energize Delaware Loan Program, Maryland Clean Energy Center Loan Program, the Illinois Energy Association On-Bill Finance Program, Kentucky Home Performance Loan Program, Greater Cincinnati Energy Alliance, sponsored loan programs for Energy Kinetics, Lutron and others.

AFC First was recently named one of the national pilot lenders for the FHA Power Saver loan program and operates the Green Energy Training Center and Academy, an on-site and on-line training and certification school for contractors, which was a recipient of a grant from the Rockefeller Foundation. It is currently in the organizational stages of the Green Energy Federal Credit Union, a national credit union focused on energy efficiency.

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