Laclede Gas Recognized for its 'Green Marketing' Practices

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'Extreme Makeover: Home Edition Project' Honored

ST. LOUIS, March 13 /PRNewswire-FirstCall/ -- The Southern Gas Association (SGA) recently named Laclede Gas Company the winner of SGA's 2009 Marketing Best Practices Award, "Green Marketing" category.

The award recognizes a specific customer marketing effort that demonstrates a commitment to a healthier, more energy-conscious environment. Laclede's submission, "GREENING the 'EXTREME MAKEOVER: HOME EDITION'" detailed the company's participation in the planning and execution of the episode of the popular ABC television show filmed in St. Louis, Missouri last fall.

Laclede Gas Company leveraged its expertise in constructing energy-efficient, environmentally-friendly homes to help one family receive the "green" home of their dreams. The episode also provided a platform to raise awareness of how natural gas can be utilized as a key component in building a "green" home, beyond the traditional applications.

Laclede's participation ensured that the newly constructed home would be as energy efficient as it is attractive. The home contains all energy-efficient building components and demonstrates the latest in "green" energy-saving building practices. It is also outfitted with an ultra-high efficiency natural gas furnace, a tankless natural gas water heater, a natural gas cooktop and a sealed combustion natural gas fireplace.

The Home Builders Association of St. Louis awarded the home a SILVER Award designation under its Green Building Initiative. This represents the first time "Extreme Makeover: Home Edition" has received a formal green building designation from a national green building standard.

SGA has sponsored the "Best Practices Awards" program since 2001, with awards in several categories related to residential, commercial and industrial marketing, process improvement and consumer education. The "Green Marketing" category was introduced for the 2009 awards. This year's recognition marks the third time Laclede has won an SGA "Best Practices" award. Winners will be announced at the SGA Management Conference in Austin, Texas in April 2009. In addition, winning programs will be presented at the SGA Marketing Conference in Tampa/St. Petersburg, Florida in July 2009.

Laclede Gas Company, a subsidiary of The Laclede Group, Inc. (NYSE: LG), is the largest gas distribution company in Missouri, serving approximately 630,000 natural gas customers in St. Louis and surrounding counties in Eastern Missouri.

SOURCE The Laclede Group, Inc.