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California Energy Commission
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Docket Unit
1516 Ninth Street, Mail Station 4
Sacramento, CA 95814-5504

November 25, 2008

To whom it may concern;

Thank you for the opportunity to comment on the California's Energy Commission's development of energy efficiency standards for televisions sold in California. As a past and possible future resident of California, my concern is the effect of the new standards on consumers. How will the new standards affect the price of televisions in California, and/or other states? If the price of manufacturing escalates dramatically to comply with new regulations, companies will be forced to augment the cost. This is most likely to happen by price increases to customers, who will be compelled to pay significantly more for new televisions. In today's economic predicament, the proposed regulation will have a considerable effect on the market.

Understandably, televisions are a luxury; but they are also the means of information and connection to our growing global awareness. It is my understanding of sociology that hard economic times lead to civil unrest and a rise in crime rates. I wonder if a mandatory requirement, which will have economic ramifications, is at this time truly an appropriate step in balancing our environmental conscious and economic issues. While I support the voluntary application of the ENERGY STAR label, it is my opinion that implementation of a mandatory regulation is unsuitable in today's unstable economy. I consider it a noble proposal, perhaps a bit unfavorably timed. Perchance, a gradual movement towards mandatory regulation, allowing for economic recovery and growth, would in the long-term be more effective and efficient.

Thank you for your time,

Dawn Becker Pesut