



## ***The Challenge***

*Every business wants to provide a safe environment for customers. For Cinemark, it's especially important. After all, going to the movies is often a nighttime activity, and safety is an important consideration when selecting a theatre of choice. So when Cinemark's Webb Chapel theatre in Dallas sought to improve their walk-up experience, its energy manager had a lightbulb moment.*

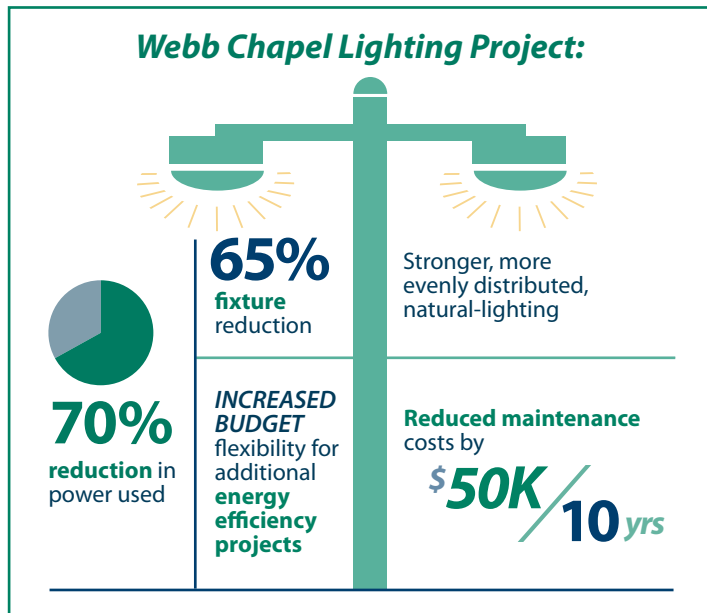
## The Solution

Cinemark set out to make 1,100 spaces in its parking lot brighter, thereby safer and more welcoming for customers. Vice President of Energy and Sustainability, Art Justice, also knew that replacing traditional bulbs with energy-efficient fixtures would lead to ongoing savings.

Cinemark turned to TXU Energy, which was ready with a solution – and monetary support. Through TXU GreenBack<sup>SM</sup>, Cinemark received funding for half of the project to install LEDs in the four-acre lot. TXU GreenBack gives customers cash incentives for implementing energy-efficient upgrades in their facilities.

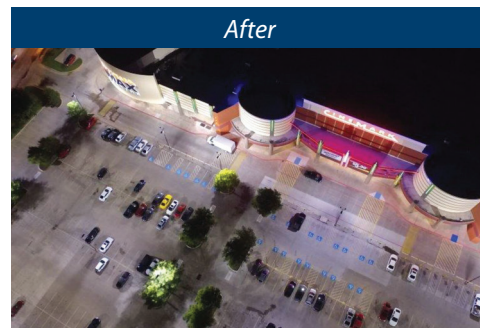
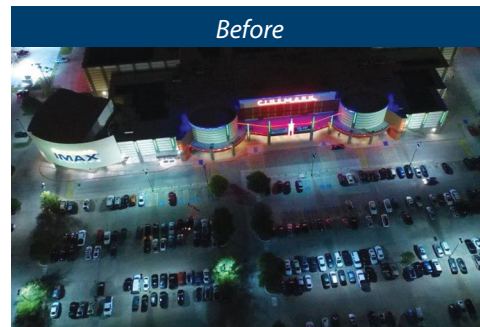
TXU Energy also managed project logistics with the local TDU and expedited the approval process. The agreement, installation and rebate approval for the project took just 2 months. By making simple, environmentally-responsible changes, Cinemark earned money for its upgrades and met its goal to provide a better customer experience.

## Results by the Numbers



*“Partnering with TXU Energy on this retrofit not only helped us set a new standard for theatre lighting and safety, but paved the way for other rebates and improvements that will continue positioning us as a smart, efficient and best-in-class operator.”*

**– Art Justice, Vice President –  
Energy & Sustainability**



***It costs you nothing to see if we can save you something.***

**Contact your business representative or email [business@txu.com](mailto:business@txu.com).**

