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August 7, 2009

DOCKET	
07-AAER-3	
DATE	Aug 07 2009
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VIA E-MAIL & FIRST CLASS MAIL

Mr. Adam Gottlieb, Information Officer
 California Energy Commission
 1516 9th Street, MS 29
 Sacramento, CA 95814-5512
gottlieb@energy.state.ca.us

Subject: Docket No. 07-AAER-3, 2008 Appliances Rulemaking; Comments from Fry's Electronics; Commission's FAQ Document

Dear Mr. Gottlieb:

On behalf of Fry's Electronics Inc., I am writing to express our support of energy efficiency but to make clear our opposition to the California Energy Commission's proposal to impose energy use limits on televisions. I am also writing to request that the CEC remove Fry's name from the CEC's "Frequently Asked Questions" document that misleadingly suggests Fry's support for the proposed regulations.

Fry's Electronics, Inc. was founded as a Silicon Valley retail electronics store to provide a one-stop-shopping environment for the hi-tech professional. Fry's continues to keep hi-tech professionals supplied with products representing the latest technological trends and advances in the personal computer marketplace. Fry's retails over 50,000 electronic items, including televisions, within each store. Fry's currently has a total of 34 stores across the U.S., with 8 stores in Northern California and 9 stores in Southern California.

Fry's supports efforts to save energy in televisions and other electronics through existing and successful government programs such as ENERGY STAR and also through new initiatives such as utility rebate programs which further encourage and incentivize energy efficiency and savings.

We urge the CEC to withdraw its unnecessary proposal to place energy use limits on TVs as this would further hurt our local retail business, the California economy, and future innovation in this important segment of our industry.

We and our industry partners look forward to working with California policy makers on more constructive and positive approaches to saving energy.

Sincerely,

Randy Fry
 President

cc: Ms. Karen Douglas, Chairman, California Energy Commission
 Mr. Arthur Rosenfeld, Commissioner, California Energy Commission
docket@energy.state.ca.us