

SCE Recognizes Coca-Cola Bottling Company for Energy Efficiency Efforts

In October 2009, SCE gave an Environmental Excellence Award to the Coca-Cola Bottling Company's facility in Downey for significantly reducing energy consumption by installing energy-efficient refrigeration and lighting systems.

At Coca-Cola, energy-efficiency efforts will enable the company to save 5.6 million kilowatt-hours (kWh) of electricity each year, reduce its carbon emissions by more than 2,540 metric tons annually, and save approximately \$350,000 each year in electricity costs. Coca-Cola received an SCE incentive rebate of \$472,142 for implementing the new energy-efficient systems.

SCE also helped Coca-Cola embrace renewable energy with the installation of 300 kW solar panels on its plants in Montebello, Chino and Orange, through SCE's Distributed Generation Incentive Program.

Partial Re-Opening of Direct Access Under Senate Bill 695

Direct Access (DA) service is an optional program that gives customers the choice of purchasing electricity directly from an electric service provider (ESP) instead of from SCE. As a result of the energy crisis of 2000-2001, customers' ability to switch to DA service was suspended by the California Legislature effective September 2001.

On October 11, 2009, Governor Schwarzenegger signed Senate Bill (SB) 695 into law, allowing for a partial re-opening of DA service. Under SB 695, all retail non-residential customers in SCE's service area are permitted to switch to DA service starting in 2010, subject to the following conditions:

- The California Public Utilities Commission (CPUC) is expected to adopt rules for the partial DA re-opening and implement a reopening schedule by April 2010 to phase in new DA load over a period of 3 to 5 years.
- For SCE's service area, SB 695 allows for an increase in DA load of approximately 4,000 gigawatt-hours (GWh) over existing DA load levels of approximately 7,700 GWh.
- For all other customers in SCE's service area (i.e., residential customers), SB 695 suspends their ability to switch to DA service until further action by the Legislature.¹

For more detailed information on SB 695 and the partial re-opening of Direct Access, please visit www.sce.com/sb695. Please check the web page periodically to stay current on CPUC decisions, program rules, and participation forms for the partial re-opening of Direct Access.

¹A proposed decision, dated February 9, 2010, would allow any existing DA-eligible residential customer who has an accepted Six-Month Advanced Notice to Transfer to Direct Access on file as of the date of the CPUC's final decision to complete its switch to DA. The proposed decision is subject to modification pending the CPUC's final approval.



Paperless Billing
The most convenient way to receive your SCE bill
Please visit www.sce.com/mybill to sign up!

Solutions to Help You Manage Your Costs

Closely monitoring your business' electricity usage and making simple adjustments can help you reduce costs on your total bill. Here are a few tips and solutions to help you start saving today:



- Maximize natural light and turn off lights when not in use.
- Switch off and unplug electrical items when not in use, as plugged in items still use power even when turned off.
- Follow manufacturers' suggestions for changing filters on your heating and cooling equipment and keep vents clear – this helps clean air to flow while using less power.

If you're ready to take a more comprehensive approach to reducing costs, take advantage of our energy management solutions, which include both energy efficiency and demand response options.

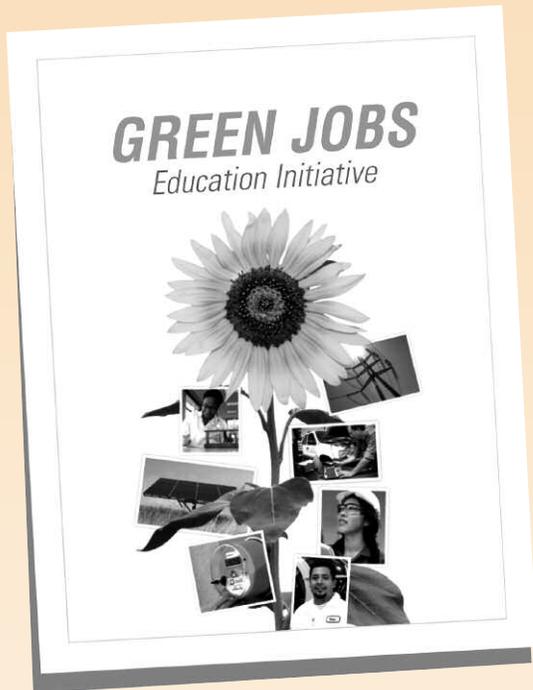
Working together, energy efficiency and demand response solutions help you cut costs and your carbon footprint, while adding to your company's bottom line. Our energy management solutions include the following programs:

- **Energy Efficiency Incentives:** If your business purchases and installs qualified energy-efficient equipment, you may be eligible for energy efficiency incentives to help offset your costs.
- **Demand Response:** By enrolling in demand response programs, your business can also receive significant discounts and incentive payments for temporary energy reductions, when requested by SCE during peak times.

Our customer care specialists and account representatives are ready to answer your questions and offer solutions to help you save energy and money – keeping your business competitive.

To learn more about which energy management solution is right for your business, please visit www.sce.com/emsolutions or call us at (800) 990-7788.

SCE Announces \$1 Million Green Jobs Education Initiative for California Community Colleges



SCE has launched a \$1 million Green Jobs Education Initiative to fund sustainable or “green” education and job training at 10 California community colleges. This initiative underscores SCE’s commitment to two of its core philanthropic priorities – education and the environment.

SCE will provide \$100,000 to each of 10 selected colleges. Each college has the option to invest these funds in the California Community College Scholarship Endowment to receive an additional match from the endowment’s lead benefactor, The Bernard Osher Foundation.

The 10 community colleges selected for funding through the Green Jobs Education Initiative are:

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| <ul style="list-style-type: none"> ■ Cerritos College, Norwalk ■ Cerro Coso Community College, Ridgecrest ■ El Camino College, Torrance ■ Golden West College, Huntington Beach ■ Long Beach City College | <ul style="list-style-type: none"> ■ Los Angeles Southwest College ■ Los Angeles Trade-Technical College ■ Rio Hondo College, Whittier ■ San Bernardino Valley College ■ Ventura College, Ventura |
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The Green Jobs Education Initiative is designed to provide scholarships for dozens of students, each of whom will be awarded a \$2,000 scholarship. The funding will support students with financial need who are enrolled in green job workforce preparation programs. This includes training programs or study of solar panel installation, water and wastewater management, transportation and alternative fuels, biofuels production and farming, environmental compliance or sustainability planning.

For more information about the Green Jobs Education Initiative, visit www.sce.com/greenjobs.

Playing it Safe Around Electricity

Kites and metallic balloons are dangerous if they come into contact with power lines or electrical infrastructure. When these items get tangled in power lines, they can short out the electrical circuit – resulting in power outages, damaged electronic equipment, fires, injuries or even death.

Last year, there were 415 balloon-related outages. These outages caused more than 9.4 million minutes of service interruption for customers last year.

Here are a few tips to help you stay safe while you enjoy the outdoors:

- Fly kites only in open areas where there are no overhead power lines or electric facilities nearby.
- Never use metal, wire or metallic string or cloth on kites. Keep the string, wood and paper parts completely dry.
- Do not attempt to retrieve a kite, balloon or any foreign object tangled in power lines. Instead, call SCE at **(800) 611-1911** and report the problem.
- Keep metallic balloons indoors, and never release them outside.
- Never attach metallic streamers to any balloon.
- Secure helium-filled balloons with a weight heavy enough to prevent them from drifting away. It is against the law to sell metallic balloons without a string weight.
- Never go near a downed or dangling wire. Anyone finding a downed or dangling wire should keep others away. Immediately call SCE at **(800) 611-1911** to report the problem or contact the police or fire department.

To learn more about staying safe around electricity, visit us online at www.sce.com/kiteballoonsafety.

Change of Mailing Address: 0-00-000-0000

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|--------------|-----------------|-------------|--|
| S-CUSTOMER # | S-CUSTOMER NAME | APARTMENT # | |
| CITY | STATE | ZIP CODE | |
| TELEPHONE # | E-MAIL ADDRESS | | |

Energy Assistance Fund (EAF): I want to help people pay their energy bill through EAF. For info visit www.sce.com/eaf

By adding a monthly bill amount to my electric bill through EAF, I add this amount to my EAF \$: _____

Select one box only and sign below

| | | | |
|--------------------------------------|---|--------------------------------------|---|
| <input type="checkbox"/> Every Month | <input type="checkbox"/> One month only | <input type="checkbox"/> Every Month | <input type="checkbox"/> One month only |
|--------------------------------------|---|--------------------------------------|---|

Direct Payment (Automatic) by authorizing SCE to automatically debit your payment from the checking account as shown on your utility bill is allowed.

To change your checking account information or payment program please call SCE @ 1-800-6

Signature _____

Donate to the Energy Assistance Fund and Help Those in Need

Your donation to the Energy Assistance Fund (EAF) will help your fellow SCE customers who find it financially difficult to pay their electric bills, whatever the cause. SCE customers in need may qualify for help in paying their electric utility bill at their primary residence, if their household income falls within specific guidelines. Qualified customers can receive up to \$100 toward their electric utility bill once during a 12-month period.

You can now donate to EAF via a round-up or fixed option on your SCE bill payment stub. You may opt to have your monthly bill rounded up to the next whole dollar, or you can make your contribution to EAF through a fixed amount option where you specify an amount to be added. The fixed or round-up options can be either one-time or they can occur every month.

For more details on how to contribute to EAF, please call **(800) 205-8596**, or visit www.sce.com/energyassistancefund.